Canadian Home Economics Journal
Fall 1986 Volume 36, No. 4

Revue canadienne d'économie familiale
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Call for Action

Appel à l'action

PULLING THE WOOL FROM CONSUMERS' EYES:

THE SUGAR ADVERTISING CAMPAIGN.

When asked how many calories are in a teaspoon of sugar, the average estimate given by consumers is 89.

The answer is 16.

When asked if sugar is associated with diabetes, hyperactivity, obesity or heart disease, most consumers will say yes.

The answer is no.

When asked if the sugar found in fruit is better for you than regular sugar, most consumers will say yes.

The answer is: the body does not recognize any difference between them.

These are only a few of the many myths that surround sugar and the reason we have launched the sugar advertising campaign.

With scientific evidence so overwhelmingly in support of sugar as a safe, healthful food, it is time someone pulled the wool from consumers' eyes and gave them a clear view of the facts. The Canadian Sugar Institute.

NOTHING EQUALS SUGAR.

Canadian Home Economics Journal

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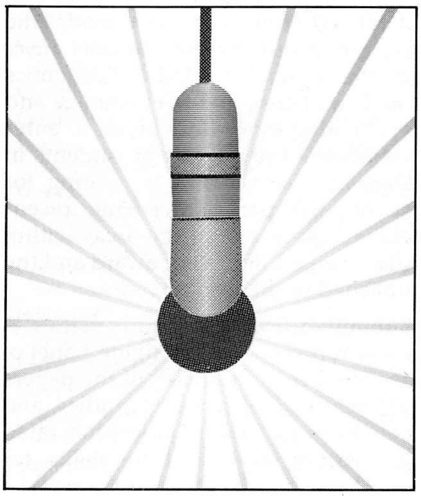

The cover, designed by Stefanie Hansell, emphasizes the need to speak out on issues of individual, professional, and societal concern to ensure action. (Designed as a project in the graphic design elective, Department of Interior Design, University of Manitoba, under the direction of Faye Hellner.)

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ARTICLES
LES ARTICLES

FOCUS ON: CALL FOR ACTION
MISE AU POINT: APPEL À L'ACTION

RESEARCH SECTION
SECTION DES RECHERCHES

DEPARTMENTS
LES RUBRIQUES

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The Elizabeth Feniak Award for Excellence in Writing

The Canadian Home Economics Association Foundation, in co-operation with the *Canadian Home Economics Journal (CHEJ)*, is sponsoring a writing competition for senior undergraduate students from Faculties of Home Economics, Family and Consumer Studies, Human Ecology, and Foods and Nutrition.

Content and Style

Prizes will be given for the best original papers of a maximum of 2000 words reviewing recent research or new developments in one of the areas within home economics. The paper may be an adaptation of a seminar report or term paper and must follow the "Guide for Authors" of the *CHEJ*. Papers may be submitted in English or French.

The *Canadian Home Economics Journal* may, at the discretion of the editors, publish the winning papers.

Prizes Awarded

First Prize	$200
Second Prize	$100

Further Information

Complete information will be available in the office of the Dean/Director of the Faculty/Department.

Submission Date

Not later than February 15, 1987.

Writing Competition Winners Announced

The Undergraduate Writing Competition was initiated to mark the International Year of Youth 1985. Open to fourth year undergraduate students in Faculties of Home Economics and related studies across Canada, the competition was sponsored jointly by the *Canadian Home Economics Journal* and the Canadian Home Economics Association Foundation. It was designed to encourage and exhibit some of the best writing from those about to enter the profession and to stimulate the interest of students in the *Canadian Home Economics Journal* and in writing for publication. The best original paper reviewing recent research or new developments in one of the areas within Home Economics would receive a monetary award and the possibility of being published in the Journal.

Nine entries were submitted from seven universities. A broad range of topics was represented. A judging panel of two subject matter specialists reviewed each of the papers for content, appropriate selection of research studies, and adequate development of the topic. A third judge then rated the top contenders for writing style and suitability for publication.

Elizabeth Gordon of Webb, Saskatchewan, a student at the University of Saskatchewan, Saskatoon was awarded the $200 first prize. Her paper was titled "Stress in the Farm Family: Implication for the Rural Home Service Worker." Elizabeth has operated a family farm near Swift Current for 25 years. She had two daughters attending university when she enrolled for the first time in 1982. In 1985-86, she was liaison officer between the Home Economics Student Society and national, provincial and local Home Economics Associations. She was senior ACHES delegate from the University of Saskatchewan to the annual conference in Vancouver in January 1986.

Hannah Whitney, a student at Mount St. Vincent University, Halifax was awarded the $100 second prize. Her entry was titled "The Dietary Methylxanthines: a Review." Hannah is a graduate from Sussex High School, Sussex, N.B. She worked for two summers, and then continued as an Honours Project, with Dr. Susan Whiting on a research project related to the calciuric effects of caffeine.

An honorable mention was awarded to Mary Yuen, Calgary, a student at the University of Alberta, Edmonton. The title of her entry was "Perspectives on Free Trade in the Canadian and American Apparel Industries."

With the assistance of the Canadian Home Economics Association Awards Committee, this competition will be held again in 1986-87. □

from the Editors

ACTION, as it is defined for the focus section of this issue, has been succinctly stated by Dietrich Bonhoeffer, the German theologian in his *Letters and Papers from Prison* (1953): "Action springs not from thought, but from a readiness for responsibility". In each of the focus articles, this action — required to facilitate change in our society — is highlighted. Vaines and Wilson illustrate how actions within different dimensions of practice involve different kinds of thinking and action, leading to different resolutions. Parker discusses the benefits for playing an active role in the public policy process, emphasizing its many challenges and the resulting satisfaction. Dowdeswell comments on the process of developing public policy in Canada today and challenges home economists to participate in this process, both as a responsibility and as a strategy for survival as a profession. In specific terms, Norris states her case for home economists becoming involved in marriage preparation courses with the ensuing collaboration offering reciprocal benefits. Such action, as discussed in this series of articles, can bring about needed change; however, we must be cognizant of the fact that change can be accomplished only in stages, over a period of time, and we must not become impatient.

Baldwin's "The Rise of Technology: Implications for Home Economics Education" is an interesting, challenging article. Take the time to read and reflect on it, you will enjoy it.

In the Research Section, Phyllis Johnson, the *CHEJ* Research Editor reports on the recent funding received by our journal and the implications of this funding to the profession and to the *Journal*. It is an exciting time for home economics related research in Canada — do become a part of it.

Also in this issue, the winners of the first Undergraduate Writing Competition sponsored by the CHEA Foundation and the *CHEJ* are announced along with a brief report of the Competition. The winning articles will be published in future issues of the *Journal*. Sincere appreciation is expressed to Elizabeth Feniak for her development and co-ordination of this successful project. A 1987 Competition will be conducted and is announced in this issue.

The new CHEA President, Jane McKay-Nesbitt, takes the opportunity to "tell us that the issues of our day require action" in her 'President's Message'. Get to know the new president; read what she has to say.

As we complete another volume of the *CHEJ*, we remind our readership that the greatest satisfactions of producing the *Journal* is getting reader response to it. Reader involvement is enormously valuable to the Editorial Committee; please let us here from you. ☐

Barbara Baczynsky
Ruth Berry
Brenda Speirs-Fryatt

Reader Forum

Letters and comments from the readership

Delete Homemaker Category

When recently filling out my membership form for CHEA, I was moved to scrawl comments on every available blank space, as I continue to be riled over the *homemaker* category which CHEA offers as one of the practice categories for home economists.

My concern comes from two perspectives:

• A wish to see home economics clarify its position as a profession; and

• A wish to see homemaking as **intrinsically** valuable, for **all people, men** and **women.**

My sense is that the homemaker category exists in the list of practice areas, so that homemakers don't feel less worthy. I find this condescending — to think that we need to protect a decision to be a homemaker, by suggesting that their homemaking commitment is a form of professional practice.

My argument is based on three main points:

• A person who is a full-time homemaker is **not** practising home economics. In order to practise a profession, you must have a **client**, and you cannot be your own client. Professional practice implies some form of peer review and public accountability, and this makes nonsense of the idea of homemaking as a practice category of home economics.

• There is a need to more widely recognize the **value** of **homemaking.** In fact, I would argue it is a **career**, and there could be a case for state support (and public accountability) for a commitment made to homemaking as a career. In such a case, all men and women should be eligible for this career choice.

• By continuing to have a homemaker category in CHEA, we are condescending to one set of our members by attempting to grace their personal choice with some form of professional credential.

• More importantly, we project to external observers that we do not understand the role of professions in society, and, indeed, the stereotype of home economics as a "diamond ring" course, towards a "Mrs" degree may still, in 1986, be accurate.

Please, let's delete "homemaker" from the list of practice categories in 1987.

Jennifer Welsh
Educator and Homemaker
Toronto, Ontario

The Association: The Canadian Home Economics Association is the national professional organization for those educated and/or working in the field of consumer and family studies, foods and nutrition, home economics, and human ecology. The mission of the association is to strengthen the home economics profession and to actively promote improved quality of life for individuals and families.

Subscriptions, membership fees and change of address should be mailed to the CHEA National Office, 901-151 Slater St., Ottawa K1P 5H3, Canada.

Subscriptions are available to libraries, institutions and individuals not eligible for membership in the Association at the rate of $22.00 per year ($26.00 USA; $31.00 Foreign) or $7.00 per single copy.

Classified Ads should be sent directly to the Business Manager. The rate is 95 cents per word or figure ($30 minimum). Rates for classified display ads are available on request.

Contents are indexed in the *Canadian Periodical Index* and selectively indexed in *Public Affairs Information Service (PAIS), Canadian Education Index, Nutrition Abstracts and Reviews, Inventory of Marriage* and *Family Literature, Bibliographic Index of Health Education Periodicals, Current Index to Journals in Education,* and *World Textile Abstracts.* Microfilm and Xerographic copies are available from Micromedia Limited, 144 Front Street West, Toronto, Canada M5J 2L7 and University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Contributors will find *Journal* themes and submission deadline dates in the Spring 1986 issue, page 96 and the Guide for Authors in the Winter 1986 issue, pages 44-45.

Responsibility: The materials herein printed including advertising copy are the expression of the writers and not necessarily a statement of policy of the Canadian Home Economics Association.

Supported in part by a grant from the Social Sciences and Humanities Research Council of Canada.

L'Association d'économie familiale est l'organisme professionnel national regroupant les personnes qui travaillent ou sont diplômées en études de la famille ou du consommateur, en alimentation, nutrition, économie familiale et écologie humaine. La mission de l'association est de renforcer la profession et de promouvoir une plus grande qualité de la vie pour les particuliers et les familles.

Le règlement des abonnements et des cotisations et les changements d'adresse doivent être envoyés au Bureau national de l'ACEF, 901-151, rue Slater, Ottawa K1P 5H3, Canada.

L'abonnement est ouvert à tous : bibliothèques, organismes ou particuliers qui ne peuvent devenir membres de l'Association. L'abonnement annuel est de 22 $ (26 $, États-Unis; 31 $ et autres pays étrangers). Prix de l'exemplaire : 7,00 $.

Le matériel publicitaire doit être envoyé directement à l'administratrice. Tarif des petites annonces : 95 cents le mot ou le chiffre (minimum de 30 $); annonces en vedette : tarif sur demande.

Nos articles sont répertoriés dans l'*Index des périodiques canadiens*, et sélectivement, dans *Public Affairs Information Service* (PAIS), le *Répertoire canadien sur l'éducation, Nutrition Abstracts and Reviews, Inventory of Marriage and Family Literature, Bibliographic Index of Health Education Periodicals Current Index to Journals in Education* et *World Textile Abstracts.* Pour en obtenir des copies dactylographiées ou sur microfilm, s'adresser à Micromedia Limited, 144, rue Front Ouest, Toronto, Canada M5J 2L7, ou à University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Pour collaborer à la *Revue*, consulter les thèmes et le calendrier dans le numéro de printemps 1986, page 96, ainsi que le Guide des auteurs dans le numéro d'hiver 1986, pages 44-45.

Responsabilité : Les articles de la *Revue* et le matériel publicitaire ne reflètent pas nécessairement les vues de l'Association canadienne d'économie familiale.

Subventionée par le Conseil de recherches en science humaines du Canada.

Professional Action

Using the Theoretic Framework of Practice

Eleanore Vaines and Sue Wilson

Abstract

The ". . . theoretic framework for the examination of practice" consists of four dimensions: customary, instrumental, interactive, and reflective. The focus of this article is to illustrate ways in which a professional can use the framework. The case of smoking is presented as an example of an issue which either has or could be approached from each of the dimensions of practice. By utilizing the potentials of these, the actions of a professional can be more explicitly justified in intellectual and moral terms. Then professionals' actions can better contribute to society in meaningful ways.

Résumé

La méthode utilisée pour analyser l'habitude repose sur quatre éléments : la coutume, l'utilité, l'interaction et la réflexion. Cet article cherche à démontrer les manières dont un professionnel peut utiliser cette méthode. Le fait de fumer est donné comme exemple d'un problème qui aurait pu ou qui pourrait être abordé à partir de chacun de ces éléments. En faisant appel aux possibilités qu'offre cette méthode, un professionnel pourrait justifier de façon plus explicite des points de vue intellectuel et moral les gestes qu'il pose.

Eleanore Vaines has a BSc from the University of Washington; an MSc (Cornell University); and a PhD from Michigan State University. Dr. Vaines is on the Faculty of the School of Family and Nutritional Sciences, University of British Columbia in Vancouver. **Sue Wilson** holds the degrees of BHE (Dietetics) and MA (Curriculum Instructor) from the University of British Columbia. She is currently a Sessional Instructor in the area of professional development at the University of British Columbia and also is involved in private consulting.

Helping professionals are always involved in the process of change. As an applied field, much of our activity rests in bringing about change through the delivery of service directed towards improving the well-being of families. Providing service means being involved in action. In today's complex society where changes occur with increasing rapidity, the kinds of actions we take demand more serious consideration than they did in the past.

To facilitate enlightened change in society, professionals have an abiding responsibility to think carefully about why they are initiating an enterprise, what they will do to achieve a particular end, and how they will deal with both the short term and long range consequences. Choosing the appropriate action for particular situations, therefore, involves deliberation about the way activities are envisioned, planned, and implemented.

Both implicitly and explicitly, professionals use many different kinds of models, paradigms, and frameworks. Some of these such as the structure of disciplines, organize bodies of information and provide guidance for the user. Others, such as processes of rational thinking, are concerned with providing direction for sound methods of using knowledge in particular ways. Understanding the meanings, potential uses, and limitations of such paradigms can greatly enhance the quality of the services provided by professionals. Appropriate use also can help to avoid a mismatch between professional knowledge and the changing character of practice.

This article discusses a theoretic framework of practice which portrays how knowledge is applied to practical situations (Wilson & Vaines, 1985). The purpose of the discussion is to illustrate how actions within different dimensions of practice have distinctive roots, involve different kinds of thinking and action, and lead to different kinds of resolutions. The problem of smoking is used to facilitate an understanding of how theory can be used to address practical concerns.

The processes involved in using a theoretical framework in practical ways are analagous to anticipating, planning, and taking a trip. The realities involved in anticipating and planning are as important as the realities of taking the trip, and then interpreting it in retrospect. Looking back to analyze and evaluate what happened in relation to what should have happened can help one gain expertise in travelling. It is easy to recognize that brochures and schedules facilitate the process of travelling, but sometimes it is more difficult to acknowledge that using a theoretical framework facilitates meaningful action. However, each is a particular kind of map directing the traveller or professional in specific ways.

Why Haven't More People Stopped Smoking: A Case Study

Smoking has received much attention and represents an area which a wide variety of professionals can relate to, yet view with some degree of distance. The consequences of smoking have been established clearly ("Showdown," 1983). It is the single largest cause of avoidable death

("Deadly Epidemic," 1986). On a global scale, smoking affects both human health and the productivity of large segments of the world's population ("Cigarette Smoking," 1986). There is also growing evidence that nonsmokers exposed to smoke not only exhibit the symptoms of smoking but also must bear costs incurred by those who smoke ("Smoke is Blamed," 1985; "The Murky Hazards," 1985).

Over the last 20 years, no single concern has created so much ongoing interest. To date, direct relationships between smoking and diseases such as lung cancer, heart disease, strokes, ulcers, and emphysema have been established. As research continues other consequences are being discovered.

Providing service means being involved in action.

The impact of the findings has lead to advertising restrictions, government policies and legislation, as well as better diagnoses and treatment of a myriad of smoking related diseases ("Ottawa Studies," 1985). In a 1984 issue of the *Canadian Medical Association Journal*, three health and welfare department scientists stated that given the present evidence, there may not be such a thing as a safe level of cigarette smoke in the workplace. Cigarette smoke contains more than 50 cancerous substances to which nonsmokers are exposed and some of these substances are in a higher concentration for the nonsmoker than for the person inhaling the smoke. What these and other reports suggest is that a solution to the problem of smoking must be found.

Yet, in spite of evidence, smoking is increasing at an alarming rate. The epidemic is growing by 2.1% a year, faster than the increase in the world's population. Canada, for example, has the sixth highest per capita consumption of cigarettes in the world. Health care costs related to illnesses associated with smoking amounted to $2.4 billion dollars in 1980. Thirty-thousand people in Canada die annually because of smoking and this statistic includes nonsmokers who become sick through passive smoke.

A Theoretic Framework for the Examination of Practice

The framework (see Table 1) consists of four dimensions of practice: customary, instrumental, interactive, and reflective. Each form of practice, if used appropriately, contributes to the services a professional provides. If professionals are concerned with uncovering meaningful, relevant, and ethical ways of helping others, then understanding "why we do what we do" is crucial to building a stronger profession.

Customary Practice or "Following the Guru"

How activities have been done in the past, collective personal experiences, conventional wisdom, and common sense are the principle modes of inquiry of this dimension of practice. In professional action, the customary dimension is comprised of taken for granted behavior, and spontaneous activity that professionals appear to do without thinking. Schon (1983) calls this "knowing-in-action" and contends that intuitive forms of practice are integral elements of effective professional activity. Professionals in fields of applied knowledge use the customary dimension when particular problems demand immediate solutions and they instinctively draw on an unconscious fund of knowledge to supply the appropriate answer. Where professional routines and social conduct are consistent with the ethical foundations of a field, customary practice can enhance services provided. The customary dimension relies heavily on personal expertise in the course of working together much like a Guru passes down tidbits to disciples giving answers not found in books.

Customary practice is powerful. Much of its power lies simply in the fact that as a form of practice it is rarely considered or reflected upon. There-

Table 1. A Theoretic Framework for the Examination of Practice

	Considerations of Practice					
Dimensions of Practice	**Supporting Structures of Knowledge**	**Mode of Inquiry**	**Purpose of Practice**	**Patterns of Action**	**Inducement to Action**	**Relationship between Knowledge & Action**
Customary Practice	Basically atheoretical	Historical precedent; Personal experience; Conventional wisdom	To solve particular and immediate problems. To become aware of professional social traditions	Commonplace solutions to practical problems; Professional routines and social conduct	Preserving traditions, professional folklore, and cultural heritage	Action is guided by personal expertise based on historical cultural tradition
Instrumental Practice	Empirical theories of causal explanation	Empirical examination of predefined problems	To control the social and natural environment in predefined ways. To produce technically useful knowledge	Predetermined systems of action; Techniques directed towards intervention/prevention	Applying the laws and methods of science. Prediction and control of results	Action is controlled by empirical/analytical data. Knowledge and action are viewed separately
Interactive Practice	Interpretive theory Historical analysis	Analysis of experience; Practical deliberation; Discourse and dialectic	To build a consensus of understanding directed towards the enhancement of human life	Negotiation with others of acceptable solutions to given problems; Orienting action in desired direction	Understanding "what is"; Acknowledging other perspectives, sharing networks of meaning	Knowledge is tied to action through interpretation and orientation
Reflective Practice	Critical and normative theory	Dialectic, Critical reflection; Reflexive examination	To change the individual or social order. To build a just society for all	Social action directed towards long term change	Disclosing constraints which inhibit change; Perceiving what "ought to be"	Constant interplay between professional knowledge and the way it is translated to action

fore, it retains its influence, for we have no way of dealing with it until it is made problematic or called to our attention. Sometimes, too, the customary dimension is used inappropriately, even when we know it does not work.

For example, many of the solutions advocated to stop smoking are of a customary nature. These are generally information and include emotional call-to-arms or common-sense appeals. "Ladies don't smoke" or "we don't smoke in our family" were effective deterrents for many women of past generations, that is, unquestioned and simply accepted. For the smoker, appeals of this nature involve exhortations to use self-discipline and fortitude to overcome the habit. Substitutes such as chewing gums, candies, special foods, and spa treatments are proposed as ways of satisfying the person's needs and filling the void left when they give up cigarettes. Those involved in activities of a customary nature, believe that by changing the environment, and using enough personal influence, a smoker will eventually stop thinking about or wanting to include cigarettes in their life.

Tobacco companies also utilize customary practice to promote smoking. The increase in the number of smokers suggest that their efforts have been successful. Emotional appeals on the basis of sexuality have resulted in images of the macho man and the enlightened woman each with their cigarette. These approaches have undoubtedly been one of the factors which has made young female smokers in Canada one of the fastest growing markets with adult males presently accounting for 44% of the smokers and women moving up quickly with 36% of the market.

While customary influences convince some people to start smoking the customary approach appears to have limited utility in helping those who want to stop smoking. For once converted, stopping the addiction is a complex process in which customary influences have little impact.

Instrumental Practice or "Controlling for Now"

Instrumental practice is that pattern of action which is most commonly found in the literature about professions and most frequently used by professionals providing services to people. In this dimension, the services provided are considered as the ends to be achieved. Specialized techniques or skills become the means by which stated goals are accomplished. Problems are solved where empirical theories and related techniques can be successfully applied to given situations. The goal of instrumental practice is to control the social and natural environment in predefined ways and to produce technically useful knowledge. This works well in situations which have clearly defined ends and where problems are categorized as instrumental. Thus, in instrumental action the leader predefines the problem in ways which can be controlled, plans procedures to be used, determines behavioral objectives to guide the development of appropriate activities, and assists the learner in achieving the designated objectives. The learner carries out the procedure with the aim of mastering it and is then tested to see how well the objectives have been accomplished.

Accountability is relatively straightforward with instrumental practice because of the underlying assumption that learning can be measured. Thus success is determined in relation to the measured competency of the learner compared to the human and material costs incurred.

As instrumentalism has become a predominant form of practice, it follows that a great deal of expertise, monies, and time have been devoted to utilizing the instrumental approach to attack smoking. The Federal governments of both Canada and the United States have committed considerable resources to campaigns, programs, and evaluations to determine the best ways to help smokers quit. (These governments also have subsidized tobacco farmers; this anomaly is being addressed by both nonsmoking interest groups and tobacco farmers, from differing viewpoints, of course.) Two instrumental models predominate. They are referred to in different ways but basically represent a compliance approach and a therapeutic approach. Each tries to control the problem of smoking by manipulating the behavior of the smoker.

Customary practice is powerful.

The compliance approach consists of two stages. The first is a motivational step which involves stimulating negative attitudes towards smoking through fear appeal messages. This is followed by a second step which includes behavioral management processes. The idea is to help the smoker find ways of avoiding the behavior they do not want to practise.

Evidence gathered from extensive evaluations of this approach indicate that people "fear the message" and "know it", and some "believe what the message says", but the approach has limited long range effects. The evidence thus underscores the difficulty inherent in interpreting a complex problem only in instrumental terms and the inadequacies of dealing only with various forms of control in searching for a solution to a human issue.

The second instrumental model most commonly used is the therapy approach. Therapy involves a series of intense sessions usually over weeks and sometimes months. As participants seek treatment, they appear to want to control their smoking. But again, the results are disappointing. The initial success rate can be as high as 95%, but 1 year after the program, the success rate drops to as low as 8-20%. One explanation for the diminishing success rate has been that the client is cast in a relatively passive role as a patient. Some even report seeing themselves as a child with an authority figure; when the authority is removed, the chances of smoking again are increased.

Customary and instrumental approaches focus on a credible expert convincing smokers through persuasion or manipulation to give up their habit. In instrumental practice, the assumption has been that if coerced in the "correct" way the problem(s) will be solved. Thus, in the concern for control, instrumental action becomes a mutually exclusive form of practice. To act on a complex problem such as smoking only by defining it instrumentally is to oversimplify the problem, the interests involved, and the ways of regulating the problem.

Interactive Practice or "Understanding Through Liaison"

Interactive practice is different from customary and instrumental practice in that it encompasses problematic situations rather than procedural problems to be solved. The roles of the professional and client change, and the ways in which the problem and/or issue is approached differ.

Interactive and reflective practice tend to be interrelated patterns of action. This means that when choosing the dimension of practice appropriate to a situation, long term strategies of action should be considered. If the action requires professional leadership and evaluation to determine some measure of procedural mastery, then instrumental action may be the most appropriate practice.

When choosing the dimension of practice long term strategies of action should be considered.

In interactive practice the professional participates as a partner in resolving a particular situation. In examining this approach to smoking, a group of concerned people choose to analyze a problem or situation. Leadership is a shared commitment among participants with each taking some responsibility to contribute to the resolution of the situation. Interactive practice does not mean coming together to pool ignorance or gathering socially to express opinions. There are demands to be met and rules or guidelines to be followed as partnerships are formed and a variety of perspectives are discussed.

Interactive practice always includes the qualitative aspects of a problem, though it may also involve the instrumental dimension as one of its perspectives. In its concern for the subjective, it relies on value reasoning. Arcus (1980) describes the three central features as follows: The first concern is to give "... equal and impartial consideration of the rights of all who are affected by a given situation" (p. 179). As a second consideration Arcus quotes Boyd (1979) where he notes that the problem needs to be approached as an open question which demands careful attention. In other words, an open mind is necessary, as is the use of conceptual systems, rules of relevance, and canons of logic. These need to be shared in common with all involved so the answer will stand up when tested by others using shared criteria.

This requires that the participants remain separate from the issues. Therefore, questions do not become personal commentaries but continue to be ideas which are explored. In interactive practice there may be no one truth and Boyd (1979) calls these "... contextual truths and degrees of certainty" (p. 114).

A third characteristic of this kind of reasoning is that "... moral judgments are meant to be prescriptive" (Arcus, 1980, p. 180). It is a search for what should or ought to be and is based on ethical principles which are meant to guide conduct especially when there are conflicts of interest or duty. It follows that interactive practice deals with differing aspects of a particular situation and resolution comes about because of consensus among the community involved.

When applied to the nonsmokers campaign, a primary consideration is to identify all those who are involved: the smoker; the nonsmoker; different government agencies — some of which conflict; academics and health professionals; tobacco companies; and related business concerns which depend on the tobacco interests as part of their livelihood such as advertisers and those who supply the paper and packing needs of the industry. The list would not be complete without noting the concerns of special interest groups. These may be political in nature or concerned grass-roots groups.

With these interests in mind, the community of participants must acknowledge all the perspectives and issues to establish an information base. Thus the many facets of a complex problem are recognized. Then prescriptive directives can be proposed which facilitate action. Even when the prescriptive guidelines are completed at a given point in time, exploration and refinement must continue as new research and information are gathered and other viewpoints heard.

In the case of smoking, interactive practice reveals that on the local community level a number of prescriptive actions might be identified. The bases of the choices and actions taken would be grounded in the three central features of value reasoning. Thus the breadth and depth of the problem can be better addressed. When considering the individual smoker, for example, interactive therapy might be one of the varied resolutions. This would be a different kind of therapy from behavior manipulation. In interactive approaches the therapist and learner form a partnership which Schon (1983) refers to as the "coach" and the "student" relationship.

Interactive practice does not mean that problems associated with an issue will come to final solutions. This approach to professional practice illustrates the complexity and embeddedness of issues. It shows that there are no simple quick answers. From a community perspective, it is a means of bringing people together to co-operate and participate in working towards resolutions to problems which go beyond simple individual answers. The kinds of issues appropriate to address through interactive practice are those which Marjorie Brown refers to as practical, perennial problems. Each generation sees them as a concern, they are never completely resolved and must be addressed in the context of a given time and circumstance.

Reflective Practice or "Building a Better Mousetrap"

Reflective action means examining and exposing barriers to the resolution of complex issues which can then lead to social action directed towards long term change. Reflective practice is

Interactive practice shows that there are no simple quick answers.

grounded in critical and normative theory and this focuses on "what should be" rather than "what is". The purpose of this dimension of practice is to build over time a just society for all. This is political action in its broadest sense.

Political partnerships may mean actions taken using the formal political systems and it also can mean action taken though more informal channels. "Reflective practice addresses the historical, moral, social, and political influences in contemporary society" (Wilson & Vaines, 1985, p. 353). Used with interactive practice, transformation within the context of a co-operative community, gives rise to actions which can eventually lead to social justice on a global scale. Such action is not an end unto itself but the means of bringing about further reflection, critique, and social action.

Though in the main, approaches to smoking have failed to recognize interactive and reflective practice, an exception appears to be a special interest group called Non-Smokers' Rights Association. Their mandate is as a "... hard-hitting national health organization deeply involved in preventive medical approaches to the entire tobacco issue" ("Non-Smokers'," 1986, p. 24).

Thus reflective practice has both political and economic ramifications. In the case of smoking these are only beginning to be felt. Worldwatch Institute, for example, a respected non-profit organization based in Washington, DC, has suggested that tax be added to each pack of cigarettes which would better reflect the real costs involved with smoking. Including health costs and economic losses associated with smoking, the suggested tax is $1.25 to $3.50 added to the price of each package of cigarettes. In other words, the proposal is that those who smoke must bear some of the consequences of their actions and reciprocally be expected to pay for the costs related to smoking. Similarly, designated nonsmoking sections in transportation, public institutions, and businesses are now respecting the rights of those who want to be removed from the hazards of smoking.

Summary and Conclusions

The theoretic framework is presented as a useful tool for professional action. It can be a means of choosing the most appropriate dimension of practice for a particular context.

Customary practice is like a two-faced coin, for if decisions are unexamined, the customary dimensions can be an unconscious form of indoctrination. Yet the customary dimension also upholds richness of tradition and gives meaning to much of what professions do while it facilitates imitative behavior. Thus it also provides roots for imaginative thoughtful action which goes beyond what is learned from those more experienced and is transformed into new ways of practising interactively.

Instrumental practice is the most common kind of action professionals use. If it is appropriate for the situation, technically useful knowledge is the result. Used inappropriately, humans are manipulated and the use of knowledge may be distorted.

Interactive practice emphasizes "what is". It can bring to a committed community enlightened understanding of complex global issues which can lead them to discover prescriptive resolutions for their situation. Through interactive processes, the consensus of the community can be a springboard for reflective action.

Reflective practice moves the participants from their provincial resolution to social action directed towards long term change. The purpose of reflective action is to emphasize "what ought to be" and to build a just society using an historical perspective.

In the case presented, smoking has been approached by various experts and agencies as a customary technical instrumental problem. As a result, effects have been limited on a global scale; smoking is on the increase. Defined as an interactive and reflective issue, smoking becomes problematic and, therefore, needs to be approached in different ways. Some of these have been proposed. Using appropriate dimensions of practice will mean actions taken can better address smoking as the complex issue that it is and resolutions sought over time.

It is the responsibility of professionals to understand where and when each dimension of practice is appropriate. When the choice is made, the role of the professional in a given situation can be better clarified. The practices of the professional can be justified more explicitly on intellectual and moral ground and in turn, the delivery systems and services become enlightened processes of action.

Professional action is more than techniques, skills, efficiency, productivity, and results. It encompasses all the activities involved in providing meaningful services to people in socially responsible ways. Such action reflects and acknowledges a broader concern for all people in a dynamic and precious environment. Then professional action becomes a term rich in meaning. ☐

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The Challenge and the Satisfaction

Becoming involved in the public policy process

Lynn Parker

Abstract

Nutritionists and their professional organizations are often cautious about playing an active role in the public policy process. However, a more active role would be beneficial to the professional and would lead to important and positive changes in legislative decisions and in peoples' lives. Becoming an effective player in the public policy process involves observing and getting advice from effective lobbyists, and creating, or becoming a member of, coalitions. One must also be aware of the political atmosphere in which one is working. The legislative process in localities and nationally should be studied carefully to determine when and where to intervene successfully.

Résumé

Les spécialistes de l'alimentation et leurs associations professionnelles hésitent souvent à jouer un rôle actif dans le processus d'élaboration de la politique publique. Toutefois, le fait de jouer un rôle plus actif leur serait bénéfique en tant que professionnels et conduirait à des changements importants et positifs au chapitre des décisions législatives et dans la vie des gens. Devenir un intervenant actif dans le processus d'élaboration de la politique publique suppose que l'on sache observer les groupes de pressions efficaces et prendre conseil d'eux, que l'on favorise la création de groupes de coalition ou que l'on y adhère. L'intervenant efficace doit également être conscient de l'atmosphère politique dans laquelle il évolue. Il lui faut étudier soigneusement le processus législatif aux niveaux local et national pour savoir quand et où intervenir s'il veut le faire avec succès.

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I will always remember a story one of my graduate school professors told to a class studying how to develop human service programs, describing his experiences as a director of an institution for the mentally ill. He said that in that position he often felt as if he were at the end of an assembly line watching the machinery of the factory hurt people, and yet only being able to put band-aids on their wounds as the conveyor belt moved them along. The story impressed me then, but I found it even more compelling when I began to work with people who had been nutritionally "damaged" in one way or another and, although I knew the band-aids I could provide helped, I yearned to do more to change the environment that contributed to the damage. I think that is, in large part, what becoming involved in public policy is all about for nutritionists and other helping professions. Along with working with people on a daily basis, or on research that will help us understand human nutrition better, many of us yearn to have a larger impact, at all levels, on the problems affecting the people we serve. To do this, we need to bring our skills and credibility into the political fray — locally, nationally, and internationally.

My own concerns as a nutritionist revolve around hunger and poverty in the United States, but I think my professor's analogy applies to the myriad of challenges home economists face in the United States and in Canada — changes in traditional family life, health problems caused by overnutrition, farm communities that are breaking up because of changes in the economy, and many more.

Why Become Involved

I would argue that more of us need to become *lobbyists* for the changes we want to occur. Yet, professionals and professional organizations, by their very nature, tend to be cautious about lobbying, especially women, and especially women trained in nutrition and dietetics. The word "lobbying" originates from the practice of standing in the lobby of the Capitol building, waiting to collar members of Congress and persuade them to vote a certain way. Our profession tends to be reluctant to persuade, to insist, to make nuisances of ourselves.

At the risk of overgeneralizing, I would argue that, as a profession, nutritionists and dietitians tend to be less politically aware and active, are often not taken seriously by policymakers, and do not take themselves seriously enough in the area of political and social change. We often say that "they" (the doctors, the biochemists, and the lawmakers) know more than we do and know what is best. We tend to hold others in awe, we are fearful of confrontation, and sometimes we are afraid of losing our jobs. We are also reluctant, at times, to work on an issue unless there is incontrovertible evidence on our side, even though we are personally convinced that a problem is very real and must be dealt with quickly.

We tend to focus most of our attention on how to do our individual jobs better and we ask our professional organizations to provide us with educational services, not public policy leadership. And, our professional organizations are concerned about getting involved in what they fear will be partisan politics or in joining coalitions with other organizations with whom they do not agree on all matters.

But we should become involved anyway, as individuals and as organizations. Why? In part, because of my professor's story. Playing a role in the bigger picture makes our everyday frustrations easier to cope with, and makes our jobs and our lives more fulfilling and more interesting.

If we care about the issues we work on, it is essential that we convince lawmakers and people who operate and fund local services, for example, that certain problems must be attended to. In a way, it really does become a moral and ethical issue. As public servants, academics, and citizens with the necessary information and experience, we have a responsibility to speak out to policymakers when we see changes that we know should occur in order to make people's lives better.

As people who are concerned about the clients we serve, we should be speaking out. Our clients should be our focus, our constituency. We should be speaking with them to political leaders about the problems they face. We can be a powerful force in making things happen by bringing our credibility — our credentials and practical experience — into the quest for change.

How to Get Involved

How can we get involved? One important way is to watch others who are effective in reaching policymakers. Talk to them. Who do they talk to? How? With whom do they form a network? Ask for their advice. Find out what issues are of major concern to which lawmakers and what is possible to accomplish in the current political climate.

Coalitions. Don't be afraid of coalitions. A base of support is essential in any work you do in the public policy area. It can be made up of your clients, local health associations, parents' groups, or anyone who could benefit from the issue you are working on or who could benefit from working with you on this issue. You will want some powerful individuals and groups in your coalition to help you and protect you, but you will also want groups and individuals who bring you credibility or who understand your issues in depth.

Creating a coalition helps to cover all bases when you work on an issue, so that you do not alienate unnecessarily any group or individual who could hurt your efforts in getting legislation passed or policies changed. The broader your coalition, the less controversial your issue appears, and, therefore, the more likely a politician will be to help you work on it.

When you become part of a coalition, your name is seen more, you are taken more seriously in political circles, and others will soon seek you out as an ally. You begin to inform the debates on the issues, and others become more willing to change in order to bring you along. And, other people and groups help you to do your work.

However, to be part of an effective coalition, you have to be willing to bend. In general, we nutritionists are not political animals. We fear loss of control, and we are compulsive about accuracy. We must begin to learn when to compromise and when to hold fast. As a profession, nutritionists tend to compromise too quickly (and without getting enough in return) or to be inflexible. To get things done, the happy medium is somewhere between these two extremes.

Use their language. In dealing with individual policymakers, we must remember to speak in language they understand. Sometimes we are reluctant to give up our professional jargon because of our desire to be accurate in our statements, or because we are unaware that we are using jargon. A recent example of the necessity for translating language for lawmakers was when U.S. nutritionists were working on a nutrition monitoring and surveillance bill. One member of Congress was put off by the legislation because he thought it involved television monitoring of what children chose in cafeteria lines.

In an effective coalition you have to compromise.

Most of us use studies and data to make our points with lawmakers. This data should be simply and graphically expressed. Otherwise, busy policymakers will throw up their hands and move on to the next issue. The data should be recent, it should be placed in a context that gives it meaning (e.g. compared to a baseline and/or to other data with which the lawmaker is familiar) and it should be relevant to the constituencies that elected him or her. The data should answer a question that concerns this official and should be presented by a person to whom he or she has a reason to listen.

If the information is based on a study, make it clear what the data really means. Is it generalizable? What are its weaknesses? Poke holes in your own study, through qualifying statements, so that those opposed to your position cannot use these "holes" against you. Sometimes anecdotal data is all we have. This is all right as long as it is presented as such, and should be done without embarrassment. For better or for worse, laws are often passed based on anecdotes.

Be positive. The information that is presented to lawmakers should not all be gloomy. Short-term results that can occur with appropriate legislative action should be emphasized, along with past successes that have occurred as a result of similar legislation. Also, while arguing for your side of an issue, be sure to understand and present the views of those who oppose you. Then explain why your position is more compelling.

Do not let your opponents use you. It is one thing to want a better program, for example, but another thing to lose a program all together because you made minor complaints about the program to the wrong person. You should know and understand the political atmosphere in which you are working and the views of various lawmakers. Unfortunately truth is not everything in the political world. You cannot expect politicians to do the "right" thing without prodding and vigilance on your part and on the part of your powerful allies.

You should get to know the key decision-makers and their staffs on a personal level. Visit their offices, and invite them to see your programs. Work to get good coverage in the local and national media for the programs you care about, so that your lawmakers will hear positive things about these programs. Invite them to your meetings as speakers, honor them at receptions, and hold "hearings" with them as questioners on a panel. Make your issue into one they care about too, let them know, specifically, what you want them to do, and hold them accountable for making it happen.

Conclusion

We have the experience, knowledge, and credentials to make a positive difference in our communities and nations through involvement in the public policy process. For me, that means working on improving the "nutritional package" that federal food assistance programs provide; pushing for better outreach so that people know that programs exist, how to apply and who is eligible; talking about the importance of treating people with dignity when they apply for these programs; and teaching policymakers to see the whole person — that food comes before nutrition education, that single women with children have special food-related problems, that sufficient income is essential for obtaining a nutritionally adequate diet, etc. For you, the issues may be different, but related.

Maybe we should form a coalition? □

Spirit of Survival

Elizabeth Dowdeswell

Abstract

The author draws on recent work experiences to comment upon the Canadian context in which public policy is being developed. She challenges home economists to participate in the process because it is both a responsibility and a strategy for survival as a profession.

Résumé

L'auteur s'inspire de récentes expériences de travail pour commenter le contexte canadien dans lequel est élaborée la politique publique. Elle exhorte les spécialistes d'économie familiale à participer au processus, car c'est à la fois pour eux une responsabilité et une tactique de survie en tant que profession.

Elizabeth Dowdeswell, BSHEc (University of Saskatchewan), MS (Utah State University), has just completed her term as President of the Canadian Home Economics Association. In her role as a management consultant for Treasury Board Canada, she currently is managing the Royal Commission on Unemployment Insurance.

The potential of the home economist has taken on new meaning for me in the past few years. As president of the Canadian Home Economics Association, I have been forced to really think about the profession, its daily concerns, and its future. At the same time I have been immersed in the development of widely disparate areas of public policy, using a process which demands public participation. This juxtaposition of events has reinforced for me the notion that our perspective of the role of the home economist must continue to be challenged and to change if we are to remain responsive and relevant professionals.

Focussing on action in the development of public policy, I will attempt to share with you some of the things I've learned about the current environment in which public policy is being developed and some of the conclusions I've come to about the responsibility of home economists in that context.

The Canadian Context

It is a striking sign of our time that the people who are supposed to be experts in various fields can no longer deal with the urgent problems that have arisen. We seem unable to solve Canada's most urgent problems — economic ill-health, pollution, unemployment, rising violence, illiteracy, and so on.

Some of the thoughtful minds of this decade suggest that the real problem that underlies our crisis of ideas is the fact that most experts subscribe to narrow perceptions of reality, inadequate for dealing with the major problems we face. We are living in a globally interconnected world in which biological, psychological, social, and environmental phenomena are all interdependent. These problems cannot be understood within the fragmented methodology characteristic of our professions, our academic disciplines, and our government agencies.

As we face social and economic changes of unprecedented magnitude and variety, the value of public participation in developing appropriate responses to these changes, is becoming recognized. Whether it be developing Canadian water policy or reforming unemployment insurance, taking the pulse of the public to sense what is important in the lives of Canadians, is an important first step. Involvement of the public in policy development is the most reliable way of ensuring that our policies are not indifferent.

As I've talked to people across Canada, heard their presentations and read their correspondence, I've become aware of five different clusters of values people hold and through which they view the world. And while these perspectives are not mutually exclusive, different core values and priorities are evident. Although individuals and groups rarely articulated their values or assumptions in this way, this classification was important for me to understand the diversity and convergence of views. These perspectives focus on:

• *social responsibility* with an emphasis on quality of life, the well-being of everyone and particularily the humane treatment, protection, and caring for the weaker members of society;
• *power* and the sharing of this power in a democratic way;
• *professional-client relationships* with the importance being placed on the client rather than the system;
• *economics* related to the creation or destruction of wealth, and factors affecting income and profit, whether corporate or individual; and
• *rational administration* conducted with efficiency and effectiveness.

Through the probing of public hearings one also develops a general impression of how Canadians view the nature of human beings and society; the state of the economy and work; and the role of government.

Public Policy Development

The public inquiry process exposes the complexity of most issues. Environmental and social issues are inextricably bound to others such as those financial and constitutional. Despite a great deal of skepticism about the value of public involvement, one's views cannot help but be shaped by this wealth of public opinion ranging from scientific evidence to passionate story-telling. If nothing else, one is constantly reminded that Canadians search for balance.

Currently the context in which policy development is taking place is changing. First, there is a growing recognition of the lack of integration between social and economic policy. The danger exists that social policy concerns could be overwhelmed by the contemporary obsession with narrow indicators of traditional competitiveness and productive efficiency. Secondly, the approach of the current federal government is to favor consultation with other levels of government and the expert community, to eliminate duplication in activities among various governments, and to examine possibilities for less direct government provision of service if activities can be more effectively undertaken by the private sector.

There have been efforts to be more systematic and explicit about public decisions, to look at alternatives carefully, and to weigh the consequences of public actions. Why are these approaches evolving now? The problem of allocating scarce resources among competing ends is not new. One might suppose that decisions about how to spend are easier since it is no longer necessary to forego essential consumption in order to provide government services.

But affluence itself has increased aspirations and options, and economic growth has brought a whole host of demands for new services that appear to be most appropriately provided by the public sector. A large portion of the nation's output has been removed from the discipline of prices and profits, and the incentives that supposedly lead the private sector to produce effectively. The mere size of the public sector now makes it important to scrutinize public decisions and try new approaches to ensure that the public is getting its money's worth.

Moreover, the vastly increased complexity of government and society as a whole makes it necessary to review public decisions carefully. With so many programs, agencies, and levels of government now in the picture, the potential for unintended effects of public programs and conflicts among them are great if no attempt is made to be systematic about decisions.

Finally, the availability of new tools, survey techniques for collecting information, and computers for processing data, has made it possible to analyse public decisions in greater depth and in a more organized way. Recent rapid advances in techniques, such as simulation, make it possible to explore the consequences of alternative policies and programs more rapidly and in more detail than ever before.

Involving the public is the most reliable way of ensuring that our policies are not indifferent.

Our Responsibility

There is no question in my mind that home economists have an opportunity and indeed a responsibility to be full participants in the development of public policy. There are urgent issues which should concern us as home economists — the high level of unemployment, notably among youth and older persons; the impact of technological change on employment; job/vocational training availability and quality; economic/employment options and strategies; and, the well-being of Canadian families and children. We cannot be complacent.

Meaningful policy development needs a good deal of public debate, based on facts, arising from an understanding of those facts and rooted in the knowledge of what the implications of these facts are for the founding of solutions. Policy development requires the specialist, the generalist, the expert, and the non-expert. We need to break down the barriers that exist between policymakers, professionals, and members of the public. We cannot afford *not* to hear from the professional community. Home economists have a responsibility in developing anticipatory policies, long-range vision, and ensuring wise stewardship of our resources.

There is another compelling reason to suggest that home economists have a great deal to contribute to the policy development process. The description of the values Canadians hold, their view of themselves and society, and the context in which public policy is being determined should make it obvious that social policy must be developed in an integrative way. We must be willing to move beyond accepted wisdom, to combine ideas from unconnected sources, and to embrace change as an opportunity to test limits. Home economists have shown themselves to be capable of approaching problems in that way.

Finally, there is a less altruistic reason for our involvement in matters of public policy. To survive as a profession we must be resilient, adapting to changing circumstances, relying with confidence on our inner core of professional convictions. As we test ourselves time and time again in new situations, we will develop the strength and self-directedness necessary to chart a course without depending on external forces. This is the spirit of survival. □

Program Planning in Marriage Preparation

Can Home Economists Become Involved

Deborah Norris

The rapid social change that characterizes life in the 20th century has been examined by researchers working in a variety of disciplines. We as home economists are also aware that society is changing, particularly as we attempt to understand the impact of that change on contemporary families.

One aspect of social change that has implications for home economics and related disciplines is associated with the changing gender roles of men and women in modern day society (Lewis, 1984). Nowhere are the effects of gender role change felt so strongly as within the institution of marriage. Gender based enactment of marital roles and rigidity between spouses as to how a particular marital role is to be enacted are losing importance in marriage (Berardo, 1980). In our society there are clear distinctions drawn between traditional marriages, where the enactment of marital roles is typically sex-segregated; and egalitarian marriages, where the enactment of marital roles is interchangeable between partners.

Abstract

The increased role-sharing that characterizes many marriages of today can cause personal and interpersonal difficulties for some couples. Marriage preparation programs have potential value in helping pre-marital couples prevent later marital difficulties, particularly those difficulties associated with changing marital roles. The position of this paper is that home economists interested in the prevention of family problems can collaborate with practitioners who plan and implement marriage preparation programs. This collaboration can be fruitful, particularly as the knowledge base of home economics is congruent with the issues often dealt with in many marriage preparation programs. With our professional knowledge of factors affecting division of labor within the home, household management, decision-making, communication, and values clarification, we have the potential to assist marriage preparation practitioners in needs assessment, the setting of objectives for programs, devising strategies for implementation as well as formative and summative evaluation.

Résumé

Le partage accru des rôles qui caractérise beaucoup de mariages d'aujourd'hui peut entraîner pour certains couples des problèmes personnels et interpersonnels. Les cours de préparation au mariage peuvent aider les couples à éviter les difficultés conjugales, surtout celles qui découlent du changement des rôles conjugaux. Cet article encourage les spécialistes d'économie familiale, qui s'intéressent à la prévention des problèmes familiaux, à collaborer avec les praticiens qui élaborent et mettent en oeuvre des programmes de préparation au mariage. Ce genre de collaboration peut s'avérer d'autant plus fructueux que la formation de base des spécialistes d'économie familiale recoupe beaucoup de questions dont on traite dans de nombreux programmes de préparation au mariage. Compte tenu de leur connaissance professionnelle, de facteurs touchant à la répartition des tâches familiales, à la gestion domestique, au processus de prise de décision, à la communication et à l'établissement de l'ordre des valeurs, les spécialistes d'économie familiale sont en mesure d'aider les gens qui s'occupent de préparation au mariage à évaluer leurs programmes, à en établir les objectifs, à élaborer des méthodes de mise en oeuvre et d'évaluation formative et sommative.

Role-Sharing

The increased role-sharing that characterizes egalitarian marriages can cause personal and interpersonal difficulties for some couples. Personal difficulties refer to the strain which occurs within the individual when conflicting or competing role expectations are perceived from two or more roles enacted by that individual (Nye & Berardo, 1973). For example, women can experience guilt and anxiety which denote feelings of inadequacy, in terms of society's expectations, over enacting the multiple roles associated with being a working wife-mother (Rallings & Nye, 1979).

The effort involved in sustaining role-sharing in egalitarian marriages also can affect interaction between spouses. Interpersonal tension is not uncommon in marriages where couples are working towards establishing a less traditional pattern of marital roles within their relationships. Characteristic areas of interpersonal tension for men often relate to the amount of responsibility they feel they should assume for domestic chores and childcare as distinct from "helping out". Similarly, women often experience conflict with their partner as they decide how much time and effort should be spent in pursuing career opportunities (Rapoport & Rapoport, 1975).

The ease with which individuals contend with the difficulties often inherent in role-sharing or egalitarian marriages is related to a variety of conditions associated with the roles involved. One of the conditions is whether or not individuals ever experienced an opportunity to identify those marital roles they might be enacting in the marriage relationship. Another condition affecting the ease of role-sharing in marriage is the degree to which marital roles are clearly defined to individuals prior to marriage. A clear definition of marital roles involves specifying the norms and behavior patterns which constitute the marital roles (Nye, 1974).

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Marriage Preparation Programs

Marriage preparation programs are interventions which can help individuals both identify and define their future marital roles. In doing so, such programs can assist couples by helping them to avert later personal and interpersonal conflict, that is often associated with role-sharing in marriage (Most & Guerney, 1983).

One particular Canadian study has accomplished much in terms of supporting the relative merits of marriage preparation programs. Based on their study, Bader, Microys, Sinclair, Willett, and Conway (1980) conclude that couples who take part in marriage preparation programs are better able to constructively deal with conflict than those who do not. Subsequently, Bader et al. outline the potential value of well-designed marriage preparation programs and emphasize the importance of "further innovation, effort and research in the area" (p. 178).

I believe that home economists interested in the prevention of marital and family problems can get involved in some of the "innovation, effort and research" that Bader and his colleagues are advocating. Marriage preparation programs in the Halifax area are well attended, especially now that many priests and ministers will not marry a couple until they have attended a program. Consequently, local practitioners involved in marriage preparation are overwhelmed by the sudden popularity of the programs they offer. In some cases, these practitioners have asked for help in the design, implementation, and evaluation of their programs and a few home economists, such as myself, have responded.

Collaboration

The ensuing collaboration can prove to be fruitful. The practitioners can benefit from the additional input into their program and the home economist can use the experience as an opportunity to become involved in the various aspects of program planning and evaluation. For example, working with a marriage preparation agency enables the home economist to become involved in needs assessment. It is necessary and appropriate for practitioners involved in marriage preparation to effectively assess the needs of the couples who attend, particularly now that couples might possess additional needs related to changing marital roles. With our professional knowledge of the factors affecting division of labor within the home, household management, decision-making, communication, and values clarification, we have the potential to assist marriage preparation practitioners in needs assessment. Based on effective needs assessment, we can then assist in the setting of appropriate objectives for programs and devising strategies for implementation.

Home economists have the potential to assist marriage preparation practitioners in needs assessment.

We know from program-planning and evaluation theory that an effective needs assessment is associated with both formative and summative evaluation. Assessing the needs of the couples in an ongoing program constitutes one aspect of a formative evaluation. Formative evaluation provides an examination of the relevance of certain activities in a program (Siegel, Attkisson, & Carson, 1978). The activities can only be considered relevant in light of the assessed needs. Similarly, skill in needs assessment is needed when conducting summative evaluation studies which, on a larger scale than a formative study, determine the overall impact of the program on the participants at the end of the program. Therefore, it can be readily seen that involvement in marriage preparation at the community level can provide home economists with the opportunity to gain greater experience in needs assessment.

In assisting marriage preparation agencies in both formative and summative evaluation, home economists are presented with the opportunity to practise the use of specific research methods. Experience in interviewing, questionnaire design, and qualitative and quantitative analysis can be obtained in assisting marriage preparation agencies in their evaluation efforts.

There are many tangible benefits inherent in the collaboration between community practitioners in marriage preparation and home economists. These benefits have been discussed in this paper. In addition, I believe that the involvement of home economists in program planning in marriage preparation can help the profession maintain its commitment in providing "education for living" (Pope, 1983, p. 109) and strengthening family life. Maintaining this commitment appears to be important today, given that marriage is changing and that the new patterns of role-sharing associated with this change are causing personal and interpersonal difficulties in some contemporary marriages. ☐

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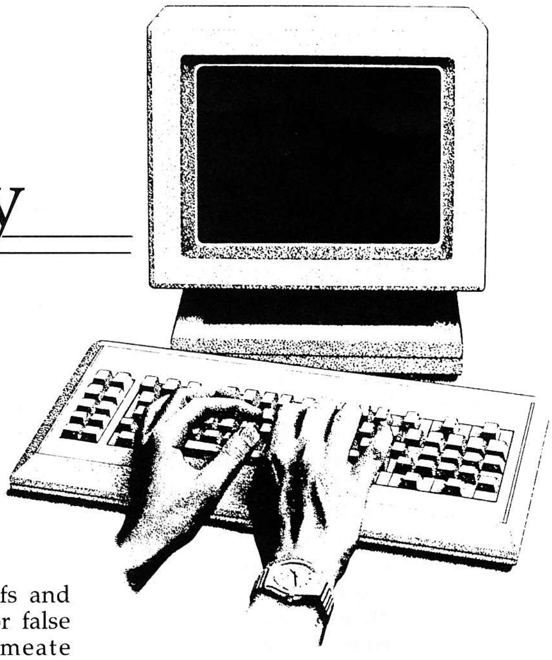
The Rise of Technology

Implications for Home Economics Education



Edith E. Baldwin

Abstract

Contemporary philosopher, Jurgen Habermas argues that positivist thought, arising in the nineteenth century, has promoted technocratic values and beliefs, resulting in acceptance that moral-political decisions must be made according to the cause-effect rationality of empirical-analytic science, rather than through achievement of a rational consensus. Values have become superfluous to the decision-making process; emphasis is placed on efficient deployment of means, while ends are unexamined. As a result, the capacity for reflective, critical thinking necessary to guide human progress has been lost, to the detriment of humankind. It is argued here that support of this analysis by a diverse body of literature relating to the family and to education raises questions which should be addressed by home economics educators.

Résumé

Selon le philosophe contemporain Jurgen Habermas, le positivisme, qui s'est répandu au cours du dix-neuvième siècle, a favorisé les valeurs et les croyances technocratiques, ce qui a eu pour résultat de faire accepter l'idée que les décisions politico-morales doivent se fonder sur la loi de causalité de la science empirique-analytique au lieu de faire appel au consensus rationnel. Les valeurs sont devenues superflues dans le processus de prise de décision; l'accent est placé sur le déploiement efficace des moyens alors que les résultats ne sont pas analysés. Par conséquent, la capacité de la pensée analytique et critique, nécessaire à l'avancement de l'homme, est, pour le malheur de l'humanité, perdue. On affirme dans cet article que le soutien de cette analyse par un organisme composite de gens de lettres oeuvrant dans les domaines de la famille et de l'éducation soulève des questions auxquelles devraient s'attaquer les éducateurs en économie familiale.

Technocratic values, beliefs and meanings (as ideology or false consciousness), permeate thought in western society. Without critical analysis of this ideology, and debate on what it means for the quality of human life and the future of humankind, individuals and families are swept along by technological change.

If we accept that major aims of home economics education have at their core a concern for the quality of family life, we must seek to answer certain political-moral questions: What kind of society *ought* we seek? What kind of family life *ought* we promote and support? What human qualities and skills *ought* we foster through the curriculum? The purpose of this article is to generate deeper probing to answer such questions in this era of high technology.

The Rise of Technology

The close connection between scientific knowledge and technology arose during the nineteenth century with the dominance of Anglo-American thought by the positivistic view of knowledge. The influence of positivist philosophy has led to emphasis on "what is" rather than alternative possibilities of "what could be," and therefore to maintenance of the existing social order.

It has been claimed by positivists that scientific method can be employed to predict consequences of a course of action, to judge between alternative means in terms of efficiency, and to examine proposed ends with respect to technical feasibility but not to their moral justification. The view of empirical-analytic science as the only rational way of knowing, and technology as the only rational form of acting has become ideological. Technology is also ideological in that it reinforces its own power of domination.

Habermas (1970) argues that society is moving through progressive levels of rationalization of technical control. At the highest level decision making is handed over to machines such as computers, systems theory providing the basis for feedback mechanisms, analysis, and self-regulation of the system. The cybernetically-organized and controlled society is the ultimate expression of technocratic consciousness (i.e., the management of society by experts concerned with efficient deployment of means rather than justification of ends); technological progress has become synonomous with social progress and critical reflection on values is superfluous. Notions of a society functioning as a community of interacting individuals who seek agreement on conscious choices and decisions, is totally abandoned. Habermas believes that present-day politics is moving towards this level of rationalization. The following discussion of literature relating to family life and to education supports this analysis.

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Technocratic Consciousness and Family Life

Science and science-based technology are interwoven with capitalism and bureaucracy. According to Lasch (1979), the rise of corporate capitalism and the growth of bureaucracy have brought about detrimental change in the lives of individuals and families.

Vidich and Bensman (1974) point out that as systems of technical administration, bureaucracies are dependent upon technical experts who look to their employment for financial support for themselves and their families and who, therefore, maintain a disciplined, obedient, and loyal attitude towards authority.

Smith (1975-76), examining the impact of bureaucratic structure on family life, argues that as production moved out of the home, the man found his place in the public sphere where decisions are made concerning social conditions, while the woman found hers in the private, domestic sphere, where her work is in the form of personal service. In working-class families, the woman's work is a personal service for the husband, upon whom she depends for support. Developments in household technology have reduced the drudgery without changing the working-class woman's role in the home. She is still a significant influence on the "moral and material order" of the home.

In middle-class families, however, Smith (1975-76) finds that the worker must work towards the goals of the capitalist enterprise, his home and family becoming "subcontracted" to corporate capitalism. The woman must therefore "maintain the image of the external order" in the home — an order which highlights her husband's success. Moreover, in analyzing the relationship between corporate enterprise and the family, Smith finds that children are socialized according to the "corporate mode". The imaged order of the home is promoted by corporations through the media and various forms of education. With the development of household technology, the woman lost her former role involving administering to the family's needs and creating the physical environment of the home with her own hands. She now works to produce the imaged home as a "skilled buyer"; work in the home has become trivialized; the woman has become the "anonymous executor of the imaged order" (p. 87).

Through a barrage of advertising promoting new products and labor-saving devices, and standards of cleanliness and health, the homemaker is indoctrinated to believe that more devices and greater use of specialized foods are necessary to care adequately for her family. Analysis of women's magazines leads Cowan (1976) to conclude that their orientation has been towards the generation of guilt feelings in instances where housekeeping standards could not meet those promoted. Cowan finds that increasing standards have demanded accomplishment of new tasks, and more time spent on some tasks in spite of the new technology.

Dominant forces in society impress upon families that they should love, hate, behave, and consume as advertisements dictate. Marcuse (1964) contends that while it is the family who must judge what are its true needs, such judgements cannot be made rationally while subjected to indoctrination and manipulation. The more society is subjected to repressive, technical administration, the more difficult it is to make autonomous decisions.

Lasch (1979) is concerned that the individual's entire life is subjected to direction by agencies outside the family. As household industry was replaced by collectivized production in capitalist-owned factories, not only were the worker's skills appropriated and exploited, but also other functions of the family, especially those relating to child-rearing, were taken over by experts and institutions. Lasch claims that this has resulted in the replacement of traditional values with values of a consumer society, and has weakened the family's capacity for self-direction and self-control.

It is argued by Lasch (1979) that the undermining of family authority has resulted from the invasion by organized forces into private family life. Conflict within families has been enhanced as family ties and loyalties have weakened. "Father absence" is a common problem; it gives rise to a chronic fear of punishment, and scorn for the father who never inflicts that punishment. On one hand, violation of rules is permitted, and on the other, the threat of future punishment is used as a form of control. The family thus introduces the child to corruption and supports the dissolution of traditional authority in society. Lasch argues that as moral standards collapse in society, the law becomes an instrument for controlling behavior. People submit to rules not because of a belief that they are just, but because they acknowledge that "this is the way things are". Submission to law enforcement rather than to a moral consensus leads to the notion that rules are to be broken when possible. Authorities overlook violations, are recognized as corrupt, and viewed with contempt. Contempt for authority promotes a rising crime rate. Lasch's analysis thus supports Habermas' theory that contemporary society is being subjected increasingly to technical control, and that it exemplifies the destructiveness of widespread adherence to technocratic values and beliefs.

Home economics educators should seek to understand how problems of family life arise from the historical development of ideology supporting the management of society by technical "experts" and the exploitation of individuals and families. Without probing beneath the more obvious manifestations of family problems, goals for promoting quality of life are not achievable.

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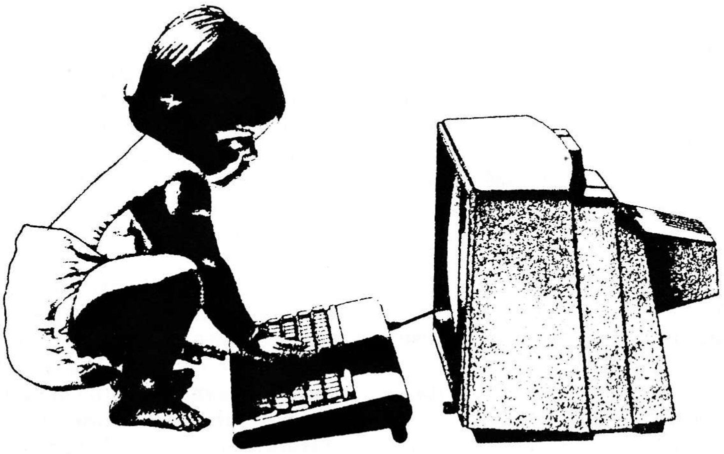

Technocratic Consciousness and Education

The model for family analysis developed by Kantor and Lehr (1975) is an example of the deep entrenchment of the values and beliefs promoted by science-based technology. These researchers present a "viable system of measurement for determining the relative significance and triviality of various family process variables" (p.xi). They believe that through their "cybernetic-like model" we will come to understand how family process regulates its members' behavior. They see the family as an "organizationally complex, open, adaptive information processing system'" (p. 10) which attains its goals through the processing of "distance-regulation information" (p. 12) (i.e., the distance in relationships among family members, or between members and certain events). The maintenance of optimal distance in relationships is governed by the "feedback loop" which provides positive and negative feedback, informing its "component parts" how to relate to each other and to the environment, for optimal functioning of the system (p. 13). Family members employ "strategies" to "regulate and shape relationships" (p. 15).

This approach treats the reality of family life as if it were reducible to abstract models. In attempting to use scientific explanation of cause and effect to interpret human behavior, it distorts living human beings and makes them static — as objects to be manipulated in order to gain certain ends. Its "value free" claim is weak for values of the investigator determine what is looked for and how findings are interpreted. Furthermore, this type of study is ahistorical. It must be remembered that the family is the historical product of human beings and can be understood only in its historical-cultural and socio-political contexts. When family study is reduced to observation of "what is" and ignores "what ought to be" it makes no provision for critical analysis of the social world and for the transformation of it into one in which human beings may be free. Those who study the family need to understand the assumptions underlying modes of inquiry, and their implications for the family and society.

Further examples of the dominance of technocratic consciousness are found in the administrative organization of education, and in beliefs concerning the roles of teacher and student. For example, there are those who believe that teachers should be selfless, obedient, hardworking public servants who must be subjected to strict controls for the sake of efficiency in imparting to students a certain externally-determined body of knowledge; that students should be docile, unquestioningly accepting a disciplined learning environment, the subject matter, and the authority of the teacher; and that the teacher's efficiency should be enhanced by using curriculum materials developed by 'experts', and computers to ensure control of learning. It is accepted that the administrative structure of education is appropriately based on the hierarchical model of corporate enterprise; administrators are managers of the system rather than intellectual leaders, while teachers, as staff, are excluded from participating in determining the goals towards which they work, and may even be replaced by computers.

Questions must be asked, however, about the influence of computers on the cognitive and emotional development of children. Sandello (1984) claims that the use of computers in education will produce psychopathic individuals. Resorting to "calculative manipulation," computer programming in education promotes the development of individuals who act without any sense of constraint — lying, cheating, doing whatever they must to win while floating across life without insight or emotional involvement. Replacement of content with the programming of a general structure leads to concentration on the individual's ego, body, and an abstract symbol on the computer screen. The child is removed from the natural world and transported into an imitation world. Sandello (1984) reminds us that the resulting "loss of care for things of this world" lies at the roots of psychopathy (p. 637).

Questions must be asked about the influence of computers.

A rich sensory life is essential for children — a life in which color, sound, smell, movement, texture, and a close relationship with nature play important roles. Sloan (1984) argues that our thoughts are guided by our mental imagery as we integrate experience and come to understand our world. The machine is a dominant image in the minds of individuals today, and preoccupation with mechanistic images, produces a mechanistic world. Denied rich sensory experience and offered in its place the lifeless, color-distorted computer image, children become insensitive to their world. They are prepared through computer education to manipulate, control, master tasks quickly and efficiently, and take their place in a technically-oriented world — a psychopathic world which promotes depression, suicide, and violence; for, as Sandello notes, it is violence which emerges when manipulative calculation fails.

Should we accept a technological society in which ends are unexamined only because of emphasis on efficient deployment means?

In spite of lack of research into such matters, society has been subjected to an intense campaign in support of high technology (e.g., for computer literacy). This ideology has developed a widespread fear of becoming functionally illiterate in this "information age". New requirements have been set for employment and schooling, and there has been a steady "re-tooling" of the population, as computers rapidly find their way into schools and homes.

Recent studies, however, challenge the assumptions of computer ideology: Levin and Rumberger (1983) show that only seven percent of the workforce will be involved in high-tech positions and that those currently available are rapidly being filled. The vast majority of workers who will use computers, such as travel agents or telephone operators, are able to learn all they need to know "on the job." The more complex machines require less skill. Furthermore, there is little that the consumer needs to know about computers — home computers are provided with simple directions for use, and repaired by experts.

It is not computer literacy that is needed, but searching questions about the impact of computer education on children; questions about who directs policy, and for whose benefit; and such questions ought to involve the participation of citizens in decisions concerning the control of computer technology.

Implications for Home Economics Education

A diverse and growing body of literature supports Habermas' concern over the rationalization of technical control of society, and suggests that questions must be asked about the influence of technocratic ideology on the qualitative dimension of life.

Most urgent questions are: Should we accept a technological society in which ends are unexamined only because of emphasis on efficient deployment of means? Or should we promote human autonomy, and participation in open debate on political-moral questions for achievement of rational consensus on action to be taken in the interests of the individual, the family, and society?

If we believe the latter we should seek to develop reflective and critical capacities of students. Various types of classroom experiences could promote such development. For instance, case studies such as the following could be employed:

A small group of parents are concerned that their grade-six children are being disadvantaged educationally because they are not able (as other parents are) to provide for computer practice at home, while there is considerable emphasis on the use of computers for classroom learning. The political-moral question here is, what *should* the parents do to meet the needs of their children?

In answering this question, a senior home economics class may investigate the developmental needs of children of this age; they may engage in activities associated with computer learning and assess them in light of developmental needs; they may discuss appropriate research.

Questions may arise regarding why computer-learning is being promoted and who stands to gain from it. The ideology of the "information society" may be revealed and questioned. Students may search out and reflect upon the historical development of this ideology and contemporary factors promoting it. Students may then determine what rationally — and morally-justifiable action should be taken in this particular case.

Home economics educators who identify the enhancement of quality of family life as a major goal, should be prepared to take action to achieve that goal. Such action involves providing programs aimed towards the development of the capacity for reflection and critique which is necessary for the emancipation of individuals and families who are vulnerable to exploitation by those who would dismiss quality of life needs in favor of technological advance. □

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Social Marketing

Richard K. Manoff

Abstract

Social marketing is discussed as a strategy for translating scientific findings about health and nutrition into education and action programs. The principles for the interdisciplinary approach of social marketing, target audience identification, message design, and the scope of social marketing are addressed.

Résumé

Cet article traite le sujet du marketing social en tant que méthode d'application des découvertes scientifiques en matière de santé et de nutrition aux programmes d'éducation et d'action. Y sont abordés les principes interdisciplinaires du marketing social, la détermination du groupe cible, la conception du message et l'étendue du marketing social.

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Social marketing is a strategy for translating scientific findings about health and nutrition into education and action programs adopted from methodologies of commercial marketing. The opportunity is worldwide; only the urgency of its need may vary. For example, infant mortality in Washington, DC, at 29.6 per 1,000 births, is as high as Malaysia where the rate is 30.3. Debility and sickness levels in Arizona, Texas and New Mexico, as well as the ghettos of New York City, approach those in Bangladesh (Child Survival, 1983). The root cause is poverty but the poor diet and sanitation it breeds can be ameliorated with health education.

Even among more fortunate but still needy Americans, damaging dietary practices prevail. In 1977-1978, when the US Department of Agriculture (USDA) workers monitored food consumption patterns of food stamp households to promulgate foodbuying recommendations for its Thrifty Food Plan, they found fat consumption for all ages exceeded the 35 percent of caloric intake that the USDA set as its standard but many authorities consider too high. Cholesterol levels, particularly for men over 15, were very high, from 460 to 520 mg per day, as were sugar and sodium levels (*Nutrition Week*, 1983). One in three children in the United States is reported by *Family Practice News* to have higher than optimum serum cholesterol levels which at age 14 is already considered a high-risk factor for coronary heart disease in later life (*Nutrition Week*, 1983). In Canada, according to the June 10, 1983 issue of the *Journal of the American Medical Association*, infants with high-sodium diets continue that level of intake in later years, a pattern they received from their parents.

The recitation could go on interminably from country to country. Some are the undeniable product of poverty, and remediable only by changes in the socioeconomic structure. But many are also the result of ignorance and its spawn of behavior patterns that run contrary to good health. A few, like cigarette smoking, may be considered beyond the reach of education since they are addictions.

But this point argues for nutrition education, not against it. The task may be made harder but not impossible by the psychological barriers. Because of the high social cost of inaction, prudence suggests such efforts be tried. Past efforts to discourage cigarette smoking have relied mostly on widespread publicity in the mass media. It has had a perceptible impact that confirms the belief that anti-smoking messages can work and that the mass media can effectively deliver them. Until now, however, the basis for mass media exposure has been haphazard news stories selected by editors for their newsworthiness, not for their urgent social value. This effort cannot be sustained indefinitely. The day arrives when the story dies and the subject disappears from the press and

the airwaves. There is no meaningful substitute for committed, disciplined public education about this health hazard, which, as Stepney (1983) reminds us, "is the biggest preventable cause of death and disease in the Western world."

The Disciplines of Social Marketing

The developing world is scarred with inappropriate transfers of technology. Blame for Africa's food crisis is ascribed by more than one authority to development models that fail "to provide a convincing understanding of the motivations of rural people and the role of technological change.... Development is an historical, social, political, technical and organizational process which cannot be understood by means of a single discipline" (Eicher, 1982, p. 159). These words could serve as a fitting preamble to the declaration of principles for the interdisciplinary approach of social marketing:

- Identify the health problems and the marketing and message actions required for their solution.
- Establish priorities, select affordable efforts, and set up a deferred schedule for all others.
- Analyze the distinct marketing/message activities needed for each problem/solution.
- Pinpoint the target audience for each marketing/message action.
- Conduct the necessary research on each marketing/message concept to determine current target audience attitudes and uncover potential resistance points.
- Establish objectives for each target group and each marketing/message action.
- Design the marketing/message actions.
- Test the marketing/message actions for acceptability, implementation, comprehension, believability, motivation and conviction.
- Revise and retest the marketing/message actions as necessary.
- Construct the marketing/distribution and message/media patterns to achieve maximum target audience reach and message frequency.
- Co-ordinate and harmonize with all ongoing related programs.
- Track the impact of each marketing/message action and modify according to findings.

Health and nutrition educators debate whether the purpose of education is to educate or to persuade. One member of the Health Education Council of England was adamantly against "trying to persuade people to change their behavior — what we should be doing.... is telling people the facts and letting them make their own minds up." Others on the Council disagreed, believing such a position to be "sheer hypocrisy, [that] . . . we should be . . . trying to persuade people to behave one way rather than another way" (Cain, 1980).

The social marketer avoids debate, knowing that a fixed approach is a useless abstraction in the real world. Social marketing aims grow out of analysis of problems, not solutions arbitrarily decided beforehand. Shall we be shackled by a telling-the-people-the-facts-and-letting-them-make-their-own-minds-up strategy against cigarette smoking? Or, glory be, having been given five spots a week in prime time television, should we not throw ourselves into designing the most informative and the most powerfully persuasive messages possible? Who would keep dubious faith with a pledge to inform given the chance also to persuade?

When asked the question, "Which is the appropriate responsibility of the nutrition educator, to inform or to persuade?" — the social marketer replies, "When, with what and to whom?" For social marketing, the valid model is a simple construction of a chain of interconnected actions whose links are not unbreakably forged to each other. They can be rearranged when circumstances dictate.

Social marketing is a chain of interconnected actions whose links are not unbreakably forged to each other.

By contrast, social marketing assumes the communications process is an organic experience whose disciplines define directions, not to fix predetermined paths. In social marketing, paths become clear once the directions are taken. We cannot foretell the precise way each step relates to the next or the effect they have on each other. We know only that each step must be taken or else the process will falter. It is clear from experience that knowledge need not precede attitude change, nor must either or both occur before behavior is altered. Perhaps in some emotionally charged situations, they may occur simultaneously and without reason or knowledge. Behavior may be modified by extraneous circumstance unrelated either to knowledge or attitude (sudden peer pressure among teenagers) or faith-induced diktat (the anti-breast-feeding doctor). Other researchers report the possibility that "the whole concept of attitude change [may be] useless in practice" (McCron & Budd, 1981). They argue that there is no clear evidence that the sequence from knowledge, to attitude, to behavior change necessarily operates, that the linkage is far from certain and if it exists at all it may be fortuitous (Halloran, 1977).

Thus, social marketing's dedication is to action and experience. What we may generalize from that experience, what may be called social marketing theory (though I wince at the words) is supported by observations from direct involvement and in most respects, though by no means all, by results. Social marketing results, however, are usually audits of program effectiveness. They can rarely be extrapolated for evaluating such elusive social elements as message design. On such matters, the social marketer again falls back on experience. He or she tests messages in natural and, to the maximum degree possible, in unaltered surroundings and reviews their impact in the course of the campaign. We learn from this how to revise current messages and to make better ones in the future but we do not make the lessons articles of fervid religious faith. We refer to them as lessons learned, principles, disciplines or insights (we even recoil from blind reverence for labels) but we are reluctant to sculpt them into overladen models that, like the graven images of a faith proved false, have to be smashed so we may free ourselves to learn from fresh experience.

Target Audience Identification

Target audience identification is a more subtle exercise than even many sophisticated commercial marketers appreciate. Despite many years in marketing, I am still amazed at the broad demographic brush used to paint target audiences, for example, women between the ages of 19 and 45. Even for a product of wide appeal, such a broad target range would include many who are not prospects and obscure the marketer's aim on many who are. Such factors as health, economics, lifestyle, convenience and image are necessary to differentiate targets if sharply focused message and media strategies are to be devised.

Nutrition education usually needs to address more than one public because the issues have implications for public policy, the media and professional relationships. In the Brazilian breast-feeding promotion program launched in 1982, eight separate target audiences were identified — doctor, health services, hospital, infant food industry, industry (in general), community, government officials, and mother — each for reasons vital to the objectives (Manoff, 1982). Even within the mother group, the Brazilians were to discover psycho-socioeconomic segmentation. Women who worked outside the home had different concerns from those at home. For the latter, economic status proved to be a differentiating factor. Those who could afford infant formula had to be appealed to for reasons irrelevant to the economically disadvantaged.

Message Design Research

The social marketing message cannot be designed without up-front research of target audiences' perceptions of problems and solutions. Academicians know such research as formative evaluation, the procedure to help form the activity and provide the baseline. This is distinct from summative evaluation or data gathering for evaluation. The techniques may be qualitative or quantitative or a combination of the two. But the need to understand the workings of the human mind makes qualitative research invaluable to the social marketer.

The commercial marketer has made a unique adaptation of the technique, the focus-group interview. This informal, loosely structured (but deftly guided) group device for penetrating to deep-seated attitudes relies on group interaction which can be more revealing than individual responses. "Communication is a social act," according to William S. Howell. "In the most basic sense this implies that what occurs in participants is not as significant as what they produce together" (Howell, 1979).

But focus groups are not always possible in the villages of the world. The alternative is the in-depth interview. Sometimes, a modified focus group of two or three people is possible. There should be no rigid rules about this, no more than about the focus-group technique, itself. Its value lies in improvisation and, therefore, relies on the sensitivity and creativity of the moderator.

Social marketing's dedication is to action.

The Scope of Social Marketing

We see that social marketing is more than research, product design and distribution, diffusion of information or the formulation and implementation of a communications strategy. It may include introduction of a new product (e.g., oral rehydration salts), the modification of existing ones (e.g., iodized salt), restricted consumption of others (e.g., cigarettes, infant formula) and promotion of structural change in existing institutions (e.g., food stamps, hospital practices). Social marketing may be exclusively educational (e.g., sodium reduction) yet still be obliged to do missionary work with food companies for sodium-reduced products. While social marketers may not have to arrange it, they have an obligation to suggest that responsible parties do their share, just as the commercial marketer makes sure the salesperson gets the merchandise to the stores before advertising commences.

In essence, social marketing is a strategic system for dealing with social problems. Research and testing are its planning tools; communications, its primary executional mechanism.

Typical prevention messages are simple and direct — demanding little technical preparation. They depend as much on emotive, persuasive power as on information. They are directed to behavioral and lifestyle traits of the affluent as well as to the special concerns of the less fortunate. Social marketing is tailor-made for this task. The objectives have proved worthwhile. The *Journal of the American Medical Association* reported on the effects of a program of stress management and a low-fat diet of fresh fruit and vegetables — and without the usual inclusion of aerobic exercises — on a group of 23 individuals with ischemic heart disease. In 24 days, the patients had lowered cholesterol levels 20 percent, angina attacks by 90 percent, and 18 of them were able to reduce or quit the use of anti-hypertensive medication (Rodale Press, 1983).

Jean Mayer pleaded for the study of biology because "it provides an understanding of evolution and the working of the human body essential at a time when so many diseases can be prevented better than they can be treated . . ." (Mayer, 1983). The charge "that physicians do not want to worry about prevention because it is tedious and boring," (Mayer, 1983) may be exaggerated but the fact remains that much of prevention is beyond their power. People seek medical advice after illness occurs, not before. One does not call on a doctor for wellness. Even if doctors were eager to do more about prevention they are not a public voice. The power of social marketing is its use of a public voice — the mass media, the most potent of all. It would not be necessary if person-to-person outreach were possible through a corps of professionals large enough, adequately trained and equipped for the task. But there are never enough people or funds.

These workers need the support of social marketing. In addition to adding outreach, it bolsters morale ("they mentioned us on the radio") and reinforces the messages workers deliver. It is a form of refresher training for the health service corps. It supports them, too, by influencing targets like public officials, by influencing atti-

There is power in the use of a public voice — the mass media, the most potent of all.

tudes on legislation and social policy initiatives. And the public voice is available everywhere, especially radio.

Three officials of the U.S. Food and Drug Administration reported that the American public in 1982 was no more aware of the potential dangers of caffeine to the fetus than it was 2 years before. After comparing surveys from both years, they concluded that "reasonable steps to inform the public of the possible risk seem in order" (Consumer Update, 1983).

Numerous nutrition education projects use marketing techniques but rarely full social marketing application. But this is largely a function of time and experience and of word of more successful programs spread through the workshops, seminars and publications of The World Bank, USAID and the United Nations. The International Nutrition Communication Service, a consortium of three non-governmental organizations (Education Development Center, Save the Children Federation, and Manoff International) was created by USAID to provide technical assistance to developing countries. Requests for social marketing aid continues to grow.

A decade ago, few would have foreseen widespread acceptance for social marketing among health professionals. Actual programs, however, are still relatively sparse. Because more work must be done in social marketing than in the isolated mass communications of the past, financial requirements are greater. So, obviously, are the demands for personnel with the necessary level of skill. Until such time as the public health schools see fit to make social marketing a curricular imperative, trained social marketers will remain in short supply. Thus far, there has been no great migration of marketing professionals from the commercial world. The income disparity is hardly encouraging. Even among those willing to make the move, many will not be suited to the change. There are marked differences in purpose, content, style and philosophy between the two worlds. Social marketing's target populations generally exist outside the cash marketplace in an environment socially, psychologically and culturally different. Progress is slow and results much more difficult to come by. Expectations are short and waiting times long. Not everyone finds the difference in substance and style easy to accommodate. Whereas social marketing chooses substance over style, commercial marketing's emphasis is quite the reverse. The latter is mostly preoccupied with the promotion of parity products, and its messages are short on substance and long on mood and images. The change takes an adjustment and not many have chosen to chance it. □

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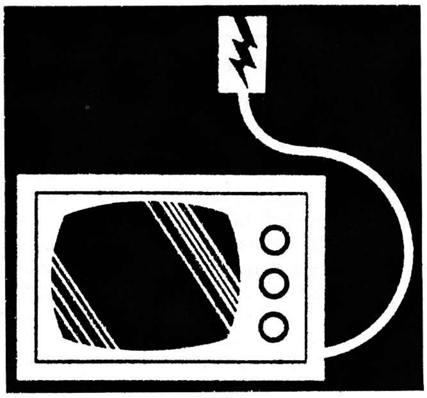

The Canadian Diet

M. Barry McConnell

Possible Changes by the Year 2000

Most of us like to fantasize possible futures and this article does that as I crystal-ball gaze to the year 2000 and predict what our future food supply will be like. It is a topic of vital importance to home economists in light of our changing environment. The specific questions that will be addressed are: How will the traditional Canadian diet change? What will the food supply be like? What will cause these changes.

I intend to answer these questions by looking at the past, the present, and then the future. A short paper cannot cover all significant events; the ones I select may not be similar to the views of others. My intention is to stimulate thinking and perhaps encourage some readers to take leadership roles in consumer education.

Abstract

The availability of food sources as affected by changes in the environment, society, transportation, and processing technology will be important factors related to modifying the Canadian diet. This article speculates on what the food supply will be like in the year 2000. Consumer education will remain an important task for the home economist and food scientist alike.

Résumé

Le régime alimentaire canadien subira des modifications selon la disponibilité des sources de nourriture qui sera influencée par des changements dans l'environnement, dans la société, dans le transport, et dans la technologie de l'industrie alimentaire. Cet article spécule sur ce que sera l'approvisionnement de l'alimentation dans l'an 2000. L'éducation des consommateurs restera une tâche importante pour l'économiste familiale comme le scientifique de l'alimentation.

M. Barry McConnell is a professor in the Food Science Department, University of Manitoba. He holds the degrees BSA (Manitoba), MSc (Manitoba), and PhD (Michigan State).

While recognizing that society does change, I believe that most events which will cause change will not be dramatic and that our familiar food supplies, food distribution systems, and eating habits will be with us 14 years down the road. That is right — the year 2000 is only 14 years away.

A Look Back

Starting with that base, I briefly examined the activities of the food industry since 1970. How many events do you remember that occurred approximately 15 years ago and have impacted our eating style of today? My list includes the following: the application of microwave energy, the utilization of plant proteins, the development of high fructose corn syrups, aseptic packaging, the development of improved ingredients and flavors, Ralph Nadar, consumerism, and nutrition and health. None of these can be clearly identified as being developed or initiated in 1970, but they were sufficiently new that their impact on our lifestyle was just being realized.

These items may not appear to have impacted on the traditional Canadian food supply. For example, we still consume beef, potatoes, salads, fruits, juice and so on; however, the per capita disappearance of many items like apple juice, beef, and salad foods has changed markedly in the last 10 years. On the other hand, the development of consumerism has evolved into a positive force in our society. I was with the group that reacted negatively to Ralph Nadar's challenge to the food industry. This challenge was the stimulus for the development of consumer advocate groups in our society. A positive development has been increased awareness of nutrition, balanced diets, physical fitness, and health. While I do not necessarily agree with the tactics employed by Nadar, some of the results have been beneficial to all of society.

Three other factors have been significant in shaping the 1986 Canadian diet. Our society has evolved into a complex interdependent network with a multicultural population. Many of the traditional eating styles of peoples from around the world, who have settled into Canada, have become incorporated into most Canadian homes. In turn, the eating styles of various ethnic groups have become modified by exposure to the "Canadian" culture. The development of the world wide food distribution network, particularly in the last 20 years, has greatly increased the variety of foods in the Canadian super grocery store. Finally, most Canadian families have demonstrated a willingness to partly modify their eating habits and try out new foods.

A Look Ahead

Many articles have been written on the factors that influence the eating habits of individuals, families, and cultures. How do eating habits change? One theory is that food habits change from generation to generation. The fact that a generation is the period of time between the birth of one generation and that of another (about 30 years) suggests that a major change from the 1970 Canadian diet would occur about the year 2000.

Several factors have the potential to affect the Canadian diet by the year 2000. The application of microwave cooking in homes has become established but it is still new. Its full potential as a food preparation system has still to be attained. The practicability of this system within the home is no longer disputed. However, to be fully utilized this labor-saving device requires the development of a wide range of formulas or recipes designed to be cooked by microwave energy. Such products could become the major source of prepared foods by the year 2000.

Plant proteins have been touted as the new magic protein ingredient, for approximately 20 years. Their main purpose was to be part of new products or to simulate meat products like hamburger or hot dogs. The functionality of the early plant proteins was not suitable for this purpose. Recent improvements in technology have permitted several new, more acceptable products to appear on the grocery shelf. Food scientists will continue to improve the functionality of plant protein and this will permit greater application of this ingredient in the food industry. One of the major ingredients in many of the new food products available to the consumer by the year 2000 will be isolated plant protein. Consumer education must continue to increase awareness of the ingredients that are used to formulate food products, of the roles these ingredients have in the products, and of their role in human nutrition.

The sweetener, high fructose corn syrup (HFCS) has significantly modified our diet since 1970. In fact, its impact has just started. Artificial sugars like saccharin and cyclamates have briefly affected the food industry but carcinogenic concerns have caused their removal. More recently aspartame has become certified as a permitted sweetener for the food industry. Both aspartame and HFCS can be used by the industry for diet implication labelling purposes. The impact of this type of promotion on a diet-conscious public will become so significant that promotion of the time-tested concept of a well-balanced diet will become very important in the future.

Groups that initiated health food programs developed the supposition that people should eat natural foods as opposed to processed or junk foods. Many negative connotations have developed from this approach; however, one positive result was the continued encouragement of consumer groups to increase their knowledge of food and nutritional aspects. Professional societies for both home economists, and food scientists and food technologists must continue to foster consumer education in human nutrition and food science. The impact of a successful program of this type on the Canadian diet will be significant, rewarding, and unpredictable.

Most events which will cause change will not be dramatic.

Aseptic packaging as a new technology has just started to change the appearance of the grocery shelf. This heat processing method was developed to improve process efficiency, retain more flavor and nutrients, and make the product as safe to consume as would a similar product from a more standard processing system. While this technology does not alter the diet, it does modify the form in which a specific item is purchased. Continued improvements in packaging technology will lead to further product modifications in the future.

Changes within society and improvement within the food transport system have had the greatest impact on the Canadian diet in the past. Their effects will continue to be significant. The Canadian agriculture system produces a basic set of food commodities (beef, pork, eggs, poultry, milk, butter, cheese, lettuce, tomatoes, potatoes, apples and so on). This will continue unchanged throughout the next 14 years and these items will remain a significant part of the Canadian diet. The world food production system will continue to supply specialty items to the Canadian grocery shelf (New Zealand lamb, Spanish oranges, Central American bananas) and often price will dictate their share of the Canadian diet.

The Challenge

Consumer education will become increasingly important in the future. Improved technology must be understood by consumers, but the communication must be carried out by the professionals. The stereotyped approaches that we have used in the past have not been successful. Why else do the fad diets remain popular? Our most stimulating challenge is to communicate our knowledge to the consumer. Let us improve our methods for doing this. □

Selected Canadian Government Publications

Women, Families, and the Elderly

June Dutka

Government issued publications present an important resource to researchers, educators, and students. Government printing presses, at all levels of government — federal, provincial, municipal, and international — annually produce hundreds of documents. Lack of awareness as to what publications are available can result in serious information oversights.

Abstract

Primary source materials for researchers, educators, and students in the area of Canadian government publication have been selected from items published between 1983 and 1985. Content focussed upon relates to women, family life, children, and the elderly. Acquisition methods, scope of publications, and unique features of this government information are discussed.

Résumé

Les principaux textes originaux à la disposition des chercheurs, des enseignants et des étudiants, dans le domaine des publications du gouvernement canadien, ont été compilés à partir des articles publiés entre 1983 et 1985. Les sujets portent surtout sur la femme, la vie familiale, les enfants et les personnes âgées. L'article traite des méthodes d'acquisition des publications, de l'étendue des sujets traités ainsi que des caractéristiques uniques de cette information gouvernementale.

June Dutka completed her BLS at the University of British Columbia (1966) and is currently Head of Government Publications at the Elizabeth Dafoe Library, University of Manitoba. She also has responsibility for collection development in the area of Political Studies.

The purpose of this discussion is to bring this often forgotten primary source material to the attention of readers. It focusses on areas involving women, family life, children, and the elderly. A select number of Canadian federal publications printed between 1983 and 1985 will be considered. Acquisition methods, scope of publication, and unique features of this material will be discussed.

Acquisition

Many government documents may be obtained free while others may be purchased (Ministry of Supply and Services, 1985). These reports and studies, often thought to be drab in nature, now are being produced in colorful, glossy formats. In many instances, they contain excellent photographs, diagrams, statistical tables, and graphs.

Most university and public libraries retain the catalogues and checklists produced by the Canadian Government Printing Office located in Ottawa. These listings indicate the availability and prices of currently published material. By periodically scanning the checklists or by browsing through newly received publications in a library or a bookstore, educators and students can come to recognize this valuable and important information source. Government publications are still relatively inexpensive to obtain when compared to purchasing regular trade publications.

Usually, local media mention major government reports, statistical findings, and parliamentary proceedings as soon as this information is tabled for public knowledge. Statistics Canada, the Advisory Council on the Status of Women, the National Welfare Council, the Department of Labour Women's Bureau, and the Department of National Health and Welfare are notable examples of government agencies involved in compiling information about women, children, and the elderly. Their general publications are further subdivided to include statistical and factual data relating to incomes, adult education, family life, marriage, divorce, and pensions. The *Women's Resource Catalogue* (Department of the Secretary of State, 1984), and the listing of government information sources in the *Canadian Almanac and Directory* (1985) provide access to reliable mailing addresses. By writing directly to the agency responsible for producing the required publications, one can accumulate a collection of worthwhile reference sources, the kind of materials used to build pamphlet files in schools and special libraries.

Scope of Publications

Women. The period from 1970 through to the early 1980s has been an exciting time of rapid social and economic changes, particularly for women. Statistics indicate that women make up 50.5 percent of the population and that the proportion has increased steadily since 1970. *Women in Canada: A Statistical Report* (Statistics Canada, 1985b), *Women in the Labour Force* (Women's Bureau, 1985b), *Canadian Women and Job Related Laws* (Women's Bureau, 1985a), and *Towards Equity* (Economic Council of Canada, 1985), outline the development of the status of women in Canadian society. *Women in the Work World* (Statistics Canada, 1984d), indicates that the Canadian workplace is being changed by the increased number of women entering the nation's labor force. It also appears that at most educational levels women still earn less than men. Throughout these publications detailed graphs and statistical tables compare some of the startling changes that have taken place with respect to family status, education, health, labor force participation, and income. Footnotes and bibliographic citations following the various tables and commentaries are helpful for tracing other associated material.

Families. Canadians are experiencing a time of great changes in family structure, sexual behavior, and marriage. Statistics Canada (1985a), for the first time, has produced the *Family History Survey* to fill some of the factual gaps in our knowledge of the Canadian provides significant data on marriages, divorces, births, deaths, labor force participation, and work interruption. In addition, new perspectives emerge on common-law unions and the raising of natural, adopted, and stepchildren. This report will contribute to public understanding and government policy development concerning Canadian families.

Another significant study conducted by Statistics Canada (1984a) deals with *Canada's Lone-Parent Families*. Between 1931 and 1966, lone-parent families made up a declining share of all families. However, after 1966, a number of important changes resulted in a gradually increasing proportion of lone-parent families that rose to 11.3 percent of all families in Canadian private households in 1981. There were also increases during 1971-1981 in the number of persons in lone-parent families. They increased to 9.4 percent of Canada's private household family population. In 1981 children under 25 years living with a lone mother or lone father were 12.8 percent of all never-married sons and daughters in these ages living with their parents in private households in Canada. Detailed tables and charts, summarize basic household living arrangements, and include income and housing characteristics. Implications of these changes are noted as well.

Health. As Canada's population grows older, health and health care are becoming of increasing concern. By the turn of the century, the baby boom generation will reach age 65. Also, it appears that the elderly are living longer than ever before. *Canadian Women: Profile of their Health* (Statistics Canada, 1984b), reviews the status of women's health in Canada and how it is affected by socio-economic factors such as activity in the labor force and family income. The summary of conclusions reveals that: a greater proportion of women than men are dissatisfied with their lives; women attempt suicide more frequently than men; and that family income is relative to women's living habits, their frequency of doctor visits, and their psychological well-being. This study also shows that a greater understanding of the interrelationship between these factors is necessary.

Elderly. A study that deals specifically with Canada's aging population is entitled *The Elderly in Canada* (Statistics Canada, 1984c). If, indeed, the average Canadian is living longer what are the far-reaching implications of concern to social planners in both government and private organizations? This report indicates the number of elderly, identifies where they live, and underlines how much money they have to spend. *Services to the Aged and Disabled* (Department of National Health and Welfare, 1984) provides community members with a systematic and orderly approach to the development of support services which would enable the elderly to live in their own homes as long as possible.

Pensions. Recent statistics show that more than 50 percent of elderly single women in Canada are poor. The majority of these low-income pensioners are widows. Most of these women spent a large portion of their lives doing unpaid work in the home. Many an elderly homemaker is forced to live on a substantially lower income than the couple had before retirement. What is a pension?, who is a homemaker?, and who will benefit? — these and many other questions about this difficult subject are answered in a series of studies prepared by a number of federal agencies. *Women and Pensions* (Advisory Council on the Status of Women, 1984), *Better Pensions for Homemakers* (National Council of Welfare, 1984), *The Canada pension plan: Keeping it financially healthy* (Department of Finance, 1985), and *Building Better Pensions for Canadians: Improved tax assistance for retirement savings* (Department of Finance, 1984) are all choice examples of well researched publications.

Conclusion

The above discussion gives an introduction to the types of government publications that are made available to the public. From among hundreds of government-produced reports only a limited number of the valuable studies have been brought to the reader's attention. More publicity is necessary to promote the use of government documents. Bibliographic information is not always available to identify existing publications; as a result researchers, educators, and even librarians are baffled by the complex nature of this body of information. Readers are urged to contact their local college, university or public library to identify the closest depository for Canadian government publications.

Information is an important commodity and it is critical to assure that it is made available to everyone. Librarians, educators, and publishers of government documents need to work together to publicize this material. Furthermore, secondary and post-secondary students and general users of government publications are invited to participate in well planned orientation programs individually tailored by the depository staff who will assist them in their discovery of this unique primary source material. □

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Au Travail

Profil de Lorraine Labelle, Conseillère en alimentation et relationniste

Louise Bélanger Mahoney

Résumé

Lorraine Labelle, conseillère en alimentation travaille à son propre compte. Elle offre une gamme de services reliés aux relations publiques : conception visuelle, tournées de promotion, édition et traduction de brochures, consultations téléphoniques . . . Sa créativité exceptionnelle combinée à de strictes principes de gestion lui permettent de réussir dans un domaine aussi vaste que compétitif.

Abstract

Lorraine Labelle, food advisor, works on her own. She offers a gamut of services relating to public relations: visual concepts, promotional tours, editing and translating brochures, telephone consultations. . . . Her exceptional creativity combined with strict principles of conduct allow her to succeed in a vast, competitive domain.

En pleine campagne publicitaire pour un important client, c'est à son domicile/bureau que l'on rencontre Lorraine Labelle, conseillère en alimentation, spécialisée en relations publiques et en communications car son poste de travail représente le centre nerveux d'un vaste réseau qui s'agrandit chaque année.

En quoi consiste le travail d'une économiste familiale qui gère sa propre entreprise dans un domaine aussi vaste que compétitif? Lorraine explique qu'elle offre une gamme de services reliés à la promotion et au marketing de produits alimentaires, que ce soit par des tournées de relations publiques, par de la conception visuelle, de la recherche, du développement et de l'expérimentation de recettes, de la rédaction de brochures, de la traduction de recettes ou des consultations téléphoniques au 800 . . . et elle ne révèle pas tous ses atouts, de crainte que l'étendue de son répertoire n'effraie le profane peu habitué à faire affaires avec autant de spécialités.

En fait, pour comprendre l'ampleur du travail de Lorraine, il faut la voir à l'oeuvre. Justement, elle revient de New York où elle a participé à une session de créativité organisée par une agence de publicité internationale. Lorraine y représentait un client canadien. Ces sessions m'explique-t-elle, sont utilisées par les compagnies alimentaires, les agences de publicité, les maisons de production dans le but de vérifier les tendances du marché. Ainsi, on réunit ensemble des directeurs de publicité, des chefs de production, des éditeurs de revues alimentaires, des économistes familiaux et autres responsables de produits alimentaires afin de provoquer un "choc d'idées" et ce, dans un cadre bien établi, et avec la participation d'un animateur. Les sujets déjà abordés lors de telles séances sont nombreux, on passe de produit déjà sur le marché, au changement d'emballage, de l'effet du "zip" (enregistrement automatique d'émissions sur magnétoscope) et du "zap" (abolition du son lors de la lecture de l'enregistrement), pour aller vers les besoins des nouvelles cellules familiales. . . Que d'imagination, que de dynamisme, que de créativité dans ce travail.

En début d'année, Lorraine participait à la "Food Marketing Institute" de Chicago, exposition internationale d'envergure qui compte plus de 9500 participants et qui est réservée exclusivement aux acheteurs des supermarchés. Elle y représentait un client canadien. La semaine dernière, elle participait à Montréal à une campagne de promotion s'adressant aux vendeurs responsables des présentations en magasins pour une chaîne de marchés d'alimentation. Demain, ce sera une campagne de relations publiques axée particulièrement sur l'animateur de radio du matin qui retiendra son attention. Bientôt, elle prévoit offrir le service de consultations téléphoniques aux consommateurs de certaines firmes alimentaires.

Variété d'intérêts, n'est-ce-pas? Non seulement Lorraine travaille-t-elle avec divers groupes impliqués dans la promotion et la vente d'un produit, mais elle oeuvre également dans le domaine de la communication visuelle. Un client a-t-il besoin d'une nouvelle conception visuelle pour l'emballage d'un produit alimentaire, Lorraine soumet un projet, prépare les aliments et coordonne les séances de photographie.

Même phénomène pour la télévision. Qui n'a pas remarqué le message commercial où les flocons de tarte s'envolent tellement la croûte est feuilletée! Lorraine était là, à l'arrière plan. Toujours en contact avec une variété de spécialistes, il arrive que Lorraine se retrouve en compétition directe avec un chef cuisinier, un styliste alimentaire venant de l'école des beaux arts ou un relationniste. C'est que sa compétence, Lorraine l'a bâtie. Sans nier l'apport de sa formation académique, elle maintient qu'une expérience de travail appropriée est essentielle pour réussir dans ce domaine.

D'abord, technicienne en contrôle de qualité chez "General Foods" puis chez "Delmar Chemicals", elle devient conseillère en consommation à Ottawa chez Gaz Naturel. En 1974, elle entre chez "Robin Hood" à Montréal, à la division des cuisines expérimentales dont elle devient directrice, puis accède en 1978 au poste de directrice des Services aux consommateurs. En 1979, elle s'inscrit à temps partiel au certificat en "Consommation et Famille" offert par le Service de l'Education permanente de l'Université de Montréal. Une fois ce certificat terminé, elle en entreprend un deuxième certificat en "Relations publiques" et un troisième en "Communications" pour obtenir un baccalauréat ès sciences.

En 1983, son employeur transfère la division des Services aux Consommateurs à Toronto. Pour Lorraine, c'est le coup d'envoi qui lui permettra de se mettre à son compte, et d'exploiter les limites de son imagination, et ses habiletés de gestionnaire. Dans ce genre d'entreprises, me confirme Lorraine, "les conditions de réussite se résument en trois points essentiels: être disponible, fournir un service exclusif de qualité et disposer de beaucoup de créativité."

Puis-je ajouter également . . . beaucoup d'audace . . . surtout quand on est comme elle, le gagne-pain de la famille! Avec un carnet de commandes déjà bien garni, Lorraine envisage l'expansion de ses services de relations publiques et communications d'un océan à l'autre. Prochaine étape qu'elle saura certainement marquer avec imagination, créativité et professionnalisme. □

Louise Bélanger Mahoney, BSc (HEc) Mount St. Vincent University; MSc (HEc) Pennsylvania State University.

From the Research Editor

SSHRC Funds Research Section

As many of you may have been aware, the editorial board was recently considering major changes in the Research Section of the *Journal.* These changes were: publication of fewer articles and initiation of a processing fee. Fortunately, the limited growth period was short and ended with the receipt of three years of funding from the Social Sciences and Humanities Research Council (SSHRC), under its program of aid to learned journals.

We view this financial support as recognition that home economics researchers have made and will continue to make a unique contribution not only to our own field but to related disciplines. Receiving the funding from SSHRC makes it possible not only to continue the Research Section, but to expand its quality and usefulness to researchers and professionals.

Our primary goal will be to increase the number and quality of submissions from previous and from new submitters to the *Journal.* In this effort, we will continue to emphasize the relevance of research to the Canadian setting.

SSHRC specifically recommended that a more active effort be made to involve prominent and productive researchers in the home economics field. With the editors of the *CHEJ* and with the assistance of the Canadian Association for Researchers in Home Economics (CARHE/ACREF), we will be implementing a number of strategies to meet SSHRC's recommendation.

There are a number of ways you, as a CHEA member, may help us reach our goals:

- Identify potential submitters from major talks you have heard.
- Assist in locating researchers/home economists in government positions and encourage them to submit program evaluations and policy research of interest to home economists.
- Encourage home economists who are now affiliated with related disciplines, e.g., commerce, to publish in the *Journal.*
- When you, your students, or your colleagues have completed a research study, consider writing an article for the *CHEJ* and present your findings for professional colleagues to read in a journal designed to meet the interests of Canadian home economists.

Prominent home economists may be invited to write a "state of the art" review of their area of research, with implications for the practicing professional, or an integrative review of their own research program over the past few years. Those who advise master's and PhD students might want to assist their students in completing an article from their research.

Theme issues are being considered, with the goal of one a year for the second and third year of funding. The focus of the theme issues would be a topic e.g., elderly families, rural families, handicapped, or indigenous people, that could elicit submissions from all the areas of home economics. Such theme issue would exemplify the unique, integrative approach home economics takes to issues.

Specific advantages of submitting your work to the Research Section include:

- It is indexed in key disciplinary indexes.
- The editorial policy emphasizes a thorough but constructive orientation to revisions, an efficient review within 2 months, and a short publication lag.
- The information is immediately available to Canadian home economics researchers and practicing professionals.

The editors of the *CHEJ* will be expanding their efforts in marketing the journal, increasing institutional, library, and individual subscriptions; and in identifying additional indexes in which to be listed.

We hope you are as excited about the possibilities for the research Section as we are. Your contribution as a reader and/or a contributor sharing important research with your colleagues will be greatly appreciated. ☐

Phyllis J. Johnson, PhD
Editor
Research Section

Skin Boot Production in Arctic Bay

Jill Oakes, Rick Riewe, and M.E. Tyrchniewicz

Abstract

The purpose of this study is to describe skin boot production in Arctic Bay and to discuss the effect of changing lifestyles on skin boot production in Arctic Bay. Inuit seamstresses provided information on pattern development, pattern layout, cutting skins, design trends, boot styles, thread preparation, assembly instructions, fitting, and maintenance of skin boots. Describing skin preparation and skin boot construction techniques provides an intimate view of physical, social, and economic factors influencing each step. Skin boot production is influenced by weather conditions, terrain, availability of sealskins, and physical condition of seamstresses; religion, community events, and exposure to southerners; and a shift from a hunting economy to a wage economy and carving.

Canadian Home Economics Journal, Fall 1986, 36(4), 178-181.

Résumé

Cette étude décrit la production des bottes en cuir suédé à Arctic Bay et traite des conséquences du changement des modes de vie sur cette production. Les couturières inuit nous renseignent sur la conception et le traçage des patrons, la coupe du cuir, les tendances de la mode, les modèles de bottes, la préparation du fil ainsi que sur l'assemblage, l'ajustement et l'entretien des bottes. Les techniques de préparation du cuir et la confection des bottes donnent une idée assez juste des facteurs physiques et socio-économiques influençant chaque étape. Les conditions atmosphériques, l'état du terrain, la disponibilité des peaux de phoques, l'état de santé physique des couturières, la religion, les manifestations sociales, l'influence des gens du Sud et le passage d'une économie basée sur la chasse à une économie à base de salariés et de sculpteurs sont autant de facteurs qui influent sur la production des bottes en cuir suédé.

The long term survival of the Inuit depends upon their ability to adapt to changing social and physical environments. Social and physical changes, such as new roles for women and new homesites, have placed new demands on clothing. Women are using modern techniques, equipment, and materials to create footwear for contemporary needs. Traditional production methods must be documented before seamstresses completely adopt new ways of clothing their families.

The purpose of this study is to provide a detailed description of sealskin boot (commonly called *kamik* by Inuit) production in Arctic Bay and to analyze the factors influencing skin boot production. This description may be valuable to northern educators, Inuit Cultural Institutes, folklorists, ethnologists, curators, historians, and people interested in applied anthropology.

Jill Oakes (MSc, University of Manitoba) is currently enrolled in the Interdisciplinary PhD Program at the University of Manitoba. **Rick Riewe** (PhD, University of Manitoba) is a professor in the Zoology Department, University of Manitoba. **M.E. Tyrchniewicz** (MSc, University of Manitoba) is a professor in the Department of Clothing and Textiles, University of Manitoba.

This article summarizes a Master of Science thesis, "Factors Influencing Kamik Production in Arctic Bay, N.W.T." (Oakes, in press). Research was conducted in Arctic Bay, through the Department of Clothing and Textiles, University of Manitoba, in 1984. The University of Manitoba, Northern Studies Committee helped finance the study.

Methodology

Prior to conducting the field research, museums, archives, and libraries were searched for available information on sealskin boot production in the Eastern Arctic, specifically Arctic Bay, and factors related to their changed use. Museums contacted included the Bata Shoe Museum Foundation, University of British Columbia Anthropology Museum, Churchill Eskimo Museum, Manitoba Museum of Man and Nature, McCord Museum, and National Museum of Man. Sealskin boots from Iglulik were found, however skin boots from Arctic Bay were not located. The University of Manitoba Library, Inter-Library Loan Service, Hudson Bay House Library and Photograph collection, Boreal Institute Library, Arctic Institute Library, and private northern libraries of Dr.'s W. Pruitt and R. Riewe were studied.

Previous Inuit footwear research provides a general overview of skin boot production. The basic skin boot pattern, waterproof stitch, and sealskin preparation techniques are presented with very few details. Conn (1955) and Hatt (1916) include an outline of a kamik similar to the type worn by Inuit in Arctic Bay. Hatt (1916) and Manning and Manning (1944) briefly discuss sealskin preparation techniques used by Inuit in the Eastern Arctic. In general, an accurate impression was created. However, specific differences, unique to the Arctic Bay region were omitted and discussion was limited to a general overview. Stefansson (1945) presented a detailed description of how to care for skin boots, however, he neglected to explain how and when to use the boot stretcher. Researchers would be unable to reconstruct a pair of kamiks with the scant information available.

Field research was conducted to document unrecorded steps in kamik production and to gain a more thorough understanding of factors influencing skin boot production. Production methods that distinguish Arctic Bay kamiks from those made in other regions are discussed in the text.

The field study was conducted in Arctic Bay which is located on the northern tip of Baffin Island in the Eastern Canadian Arctic. The community consists of about 450 people, including about six southerners. Many families live a hunting and gathering lifestyle with some wage-earning jobs supplementing their income. Arctic Bay was selected because it is relatively isolated, seals are hunted all year round, and some outsiders come into contact with residents through recent mining and oil drilling operations.

During the spring and summer of 1984, the first author conducted the field work in Arctic Bay using participant-observation research methodology. As a participant-observer, she took part in seal hunts, prepared skins, and constructed skin boots. Experienced seamstresses who were willing to share their skills and knowledge acted as key informants on sealskin boot production and factors influencing skin boot production. Field notes, photographs, sketches, and samples were collected at each stage of the production process.

Unstructured interviews with seamstresses and local residents were used to obtain information on historical design, construction methods, uses of kamiks, and factors influencing skin boot production. Interviews were held at unscheduled times, in women's homes, in work tents, at hunting camps, and on hikes across the tundra. Interpreters were used when necessary. However, interpreters would not ask the three oldest women questions as questioning elders is considered disrespectful. As the researcher became more skilled at preparing sealskins and constructing skin boots the elders volunteered their knowledge without being questioned.

Findings

Kamik production begins by killing seals, skinning them, and preparing the skins. In this region, men usually hunt and skin the seals. In other areas, such as Labrador, women usually skin the seals (Graburn, 1969; Turner, 1894/1979). Sealskins are brought back to the community and given to the hunter's sealskin-sharing partner. This partner is the hunter's wife, girlfriend, mother, or a woman that will make good use of the skins (M. Freeman, personal communication, 1984).

Women prepare sealskins by following one of several methods: the hair is left on, the hair is shaved off, or the epidermis and hair is scraped off. The family's footwear needs, the seamstress' ability, and the type of skin influence the preparation method selected. For example, hunters need skin boots made from shaved sealskin when they hunt on the spring sea ice; some seamstresses are unable to dehair sealskins and are limited to making boots with haired sealskin; Bearded sealskins are always shaved while Ringed sealskins are prepared in any of the above methods.

Each preparation process begins by scraping off the blubber. Then the skins are examined to determine how the skin will be used and the best preparation method to use. For example, young Ringed sealskins with silvery-tipped hair are usually prepared with the hair intact. These skins are used in the upper section of winter kamiks. Older Ringed sealskins and all Bearded sealskins are usually dehaired. Hair is shaved off and the skins are used for waterproof kamiks. The epidermis and hair is removed from older Ringed sealskins and Bearded sealskins by dipping the skin in hot water. Once the hair and epidermis loosen, the skin is scraped with a straight, dull scraper. These skins still retain their water-repellent characteristics. Dehaired skins are hung in the cold spring weather until they turn satiny-white. These skins are not waterproof. They are used for sealskin boots worn around the community and at special occasions.

Traditionally, skins were dried, pegged to the ground or weighted down with rocks (Manning & Manning, 1944). Today, some skins are dried on the ground, others are nailed to old sheets of plywood or lashed to a wooden frame. Dry skins are stamped, wrung, chewed, and twisted until they are pliable.

Winter and spring kamiks are made with the same basic pattern pieces: a sole, instep, and upper section. Paper patterns are seldom used by experienced seamstresses. They mark out cutting lines directly on the skin, using handspans as a measuring tool. One handspan is the distance from the thumb to the middle finger. For example, soles are made two handspans long and one handspan wide, while the width of the upper section is one handspan plus half a middle finger wide (see Figure 1). Experienced seamstresses create patterns for different sized kamiks by adding or subtracting from their own hand measurements. Each woman uses the same basic measuring techniques, slightly altering the height, width, and fullness of the upper section.

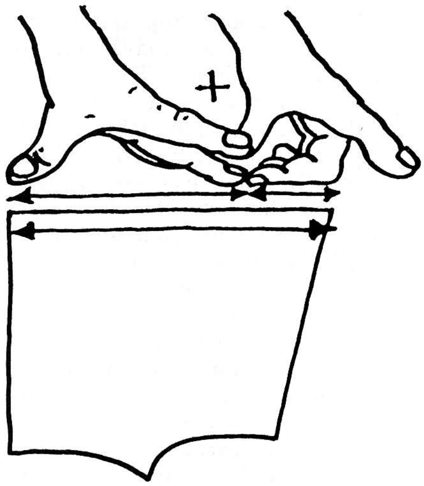

Figure 1. Measuring Technique Used for the Kamik's Upper Section. (The upper section is measured using handspans and portions of the seamstress' hands).

Patterns for spring kamiks are placed on the lengthwise grain of shaved or dehaired skins. Patterns for winter kamiks are positioned on the skin differently for males and females. Men's kamiks are cut so the hair on the upper section runs downwards. The darker section of the sealskin is placed at the centre back and the lighter area is placed at the centre front. In contrast, women's kamiks are layed out so the hair runs horizontally around the boot. The darker section of the sealskin usually is positioned at the ankle on women's kamiks.

Traditionally, men's winter kamiks had simple, geometric designs running vertically down the centre front and women's kamiks had a simple design running parallel to the top of the kamik (Freeman, 1978). During the early 1960s skin boot designs rapidly changed. Floral and intricate geometric designs were used for the first time. This time period corresponds to a massive centralization program sponsored by the Canadian Government. In the mid 1970s a wide range of logos, animals, and intricate geometric designs emerged. Names and letters have since become popular. Symbols seen on televised hockey games, skidoo advertisements, and soap operas are repre-

sented on skin boots. Prior to the early 1970s television was unavailable to Arctic Bay residents. Television's impact on winter kamiks is now evident. Today, stooping falcons with tiny pieces of contrasting skins accenting the wing feathers, caribou heads with slim lines of black skin outlining facial features, and intricately cut musical notes and staffs are sewn on the upper section of winter kamiks. The traditional male-vertical, female-horizontal placement of designs is disregarded by seamstresses using the above mentioned designs. Seamstresses in Arctic Bay exhibit a special pride in making intricate, imaginative, and artistically designed winter kamiks. Most designs are cut out with a curved knife (called an *ulu* by Inuit). A small triangular blade was recently developed to facilitate the cutting of small, twisting, inlaid pieces.

Traditionally, all kamiks were sewn with thread made from caribou, narwhal or seal sinew (Hatt, 1914/1969; Manning & Manning, 1944). The animal tissue is dried and split into thread-like strands. The advantage of using sinew is that it swells when it gets wet, filling the needle holes. However, sinew has the disadvantage of fraying easily. Today, winter kamiks are usually sewn with a waxed, nylon thread labelled as *sinew*. Spring kamiks are sewn preferably with animal sinew because of its swelling characteristics.

Winter kamiks are sewn with a tight overcast stitch. Spring kamiks are sewn with a waterproof stitch. The waterproof seam is similar to a flat-felled seam. It is created by pushing the needle all the way through the first skin and only half way through the second skin. A second row of stitching is completed by penetrating all the way through the second skin and half way through the first skin (see Figure 2). Two rows of tight stitches, penetrating partway through both skins at any one point, are the key features of the waterproof seam used in Arctic Bay (Oakes, in press). A similar stitch is used by women in Iglulik (Pharand, 1975).

The inlaid designs are sewn to the upper section of winter kamiks before the instep and sole pieces are attached. Once the design is completed, winter kamiks are assembled by following the same steps used to assemble spring kamiks. The instep is sewn to the upper section and set aside. The sole is then chewed until it is pliable. The author successfully softened soles by using the wringers of a washing machine as well as chewing the sole. The upper section is placed over the softened sole. Nicks are used to help the seamstress match the centre front and centre back, and keep the crimping even. The boot is turned inside out and rows of running stitches are used to *smock* the heel area. This helps to give the sole its distinct shape.

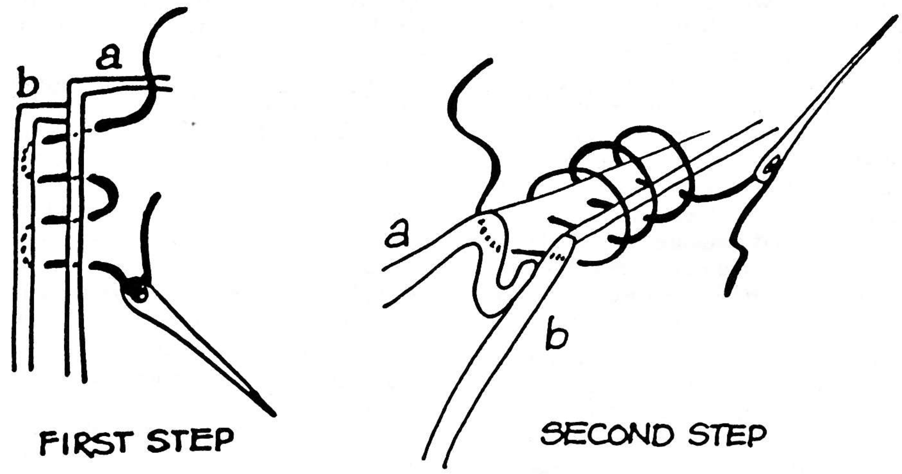

Figure 2. The Waterproof Stitch. (The waterproof stitch is sewn by penetrating all the way through the top skin (a) and partly through the bottom skin (b). The seam is turned over so the bottom skin (b) is now facing the seamstress. A second row of stitching is made by stitching all the way through skin (b) and partly through skin (a). The needle never penetrates through both skins at the same time.)

The finished boot non-verbally communicates personal identity to other community members. Local seamstresses can determine who made a pair of kamiks by examining the crimping, decorative insets, silhouette, and pattern pieces. Arctic Bay seamstresses create a kamik image unique to their community. When skin boots are worn to other communities, the decorative design and extra fullness in the upper section identify the wearer to Arctic Bay (see Figure 3).

Discussion

The physical, social, and economic factors influencing skin boot production were established by interviewing Arctic Bay residents; by encountering difficulties while making and wearing kamiks; and by studying relevant literature. Factors span a wide range of topics from weather conditions to the European fur market. Factors interrelate to form a complex network that influences sealskin preparation, kamik construction, and kamik selection.

Physical factors include weather conditions, terrain, availability of sealskins, and physical condition of the seamstress. Temperature and humidity influence the time it takes to dry sealskins, the time of year they are prepared, and the wearer's choice of kamiks. The terrain is considered an influencing factor because rugged countryside lacerates skin boots making mass-produced footwear more practical. Thus, in wet conditions, skin boots are ideal because the skin allows body vapor to escape and prevents moisture from entering (Riewe, 1975; Stefansson, 1945). Kamiks are preferred when walking on snow, spring ice, and soft vegetation.

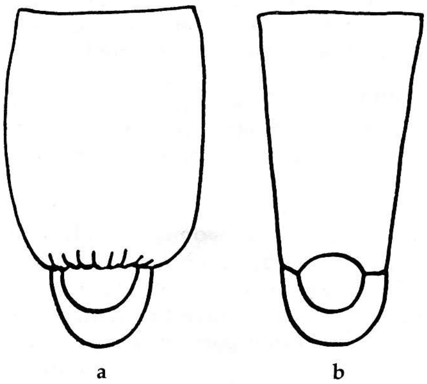

Figure 3. Regional Differences in Kamik Fullness. (Kamiks made in Arctic Bay have extra fullness gathered into the centre front upper section (a), whereas women in other regions often omit the fullness (b).)

The physical environment affects the availability of each seal species. When one species is unavailable, seamstresses substitute another species. Substitutions may be thicker or thinner than the preferred skin, influencing the kamik's durability. Seals with hair of a preferred color may also be unavailable, limiting the amount of contrast found in designs on winter kamiks.

Kamik production requires good physical health and knowledge of the required skills. Some older seamstresses are unable to sew because of eroded teeth and failing eyesight. Younger seamstresses are limited by their lack of experience and knowledge of how to prepare skins or construct a certain portion of the kamik.

Social factors including religion, community events, and exposure to southerners have influenced kamik production. Since the introduction of Christianity, sewing and skin preparation has not been allowed on Sunday. Religious celebrations and community events have inspired the production of decorative kamiks. Christmas, Easter, Spring festivals, and July First celebrations are occasions when many people wear their fanciest kamiks. Some women enter skin preparation and sewing contests during these celebrations.

Interaction with southerners has influenced the size of kamiks made by seamstresses. In the early 1900s, police, ministers, and traders began to work in the Arctic Bay area (Brody, 1976). These southerners found it difficult to buy kamiks that were large enough as Inuit seamstresses were making kamiks to fit the smaller bone structure of their family members (Schweger, 1983). Today, seamstresses make well-fitted kamiks for the few southerners that request them. Orders are received through word of mouth. The workmanship in kamiks made for southerners is superb.

Economic factors affecting kamik production include a shift in the type of economy, World War II, and the introduction of carving. The shift from hunting to wage-earning activites has had a major impact on footwear needs and on the materials used to produce skin boots. A dependency on wage-earning jobs has kept many families in town. A decrease in hunting and an increase in men and women working at wage-earning jobs have reduced the variety and number of sealskins obtained as well as the need for skin boots. Examples of this shift are seen in the footwear worn by Inuit employed at Nanisivik and Pan Arctic. Workers meet the safety regulations by wearing steel-toed boots. Municipal employees such as garbage collectors and truck drivers find rubber boots or work boots more practical than kamiks. Kamiks are destroyed by walking on grease, oil, and abrasive surfaces such as cement floors. Workers including Hudson's Bay Company employees, government workers, nurse's aides, teacher's aides, hotel managers, and cooks wear footwear such as snowboots, runners, and shoes.

World War II affected the availability of skin boots in southern Canada. Prior to 1939, Inuit sold kamiks to the Hudson's Bay Company for $1.25 per pair. They were packed, 1000 to a crate, and redistributed to northern Manitoba and Saskatchewan outlets for $2.35. When World War II began, supply ships were sent overseas, breaking the link between kamik producers and distributors (G. Cotter, personal communication, 1985). After the war, during the 1950s, James Houston, from the Department of Indian and Northern Affairs, encouraged Inuit to carve as an alternate source of income. Today many seamstresses are well known carvers and sew kamiks primarily for their family members.

Conclusions and Implications for Research

For 5000 years Inuit produced kamiks that met their families' needs. In the last 25 years physical, social, and economic changes have reduced kamik production. Today, many Inuit meet their footwear needs with mass-produced boots and shoes. Documenting kamik production is only a beginning. Rapidly changing Inuit lifestyles emphasize the urgency of describing other aspects of Inuit clothing production. Production of over-slippers, under-slippers, skin stockings, and footwear materials other than sealskin require documentation. The study of regional differences in clothing production and the social history of garments worn by Inuit would contribute to understanding Canadian historic costume research. □

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Consumer Preferences for Aesthetic and Performance Attributes of Apparel: A Generic Approach

Eleanor Kelley, Carla McDonough Strother, David Blouin, and Lynn Allen

Abstract

Most consumer preference studies have been brand specific. However, marketers recognize the need for generic product studies. This study was designed to explore whether consumer preferences for aesthetic and performance attributes in diverse apparel for selected market segment age groups could be isolated with a generic approach; and if these preferences differ according to selected demographic characteristics of the households. Likert-type questionnaires, mailed to a systematic sample of households in a metropolitan area in the southeastern United States, generated 384 evaluative responses from each of the 103 women who provided complete information (16 attributes x four end-use garment categories x six market segment age groups). Correlations of attributes — performance with performance, aesthetic with aesthetic, and performance with aesthetic — yielded 276 combinations. Only nine were not highly significant, and performance associations were generally higher. Highest correlations were for outerwear for children ages one through five and the elderly. There were no multivariate differences but there were some univariate differences when age, social class, and family composition were sources of variation.

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Résumé

La plupart des études faites sur les préférences des consommateurs portaient sur les produits de marque. Toutefois, les spécialistes du marketing reconnaissent le besoin de faire des études portant sur les produits génériques. La présente étude a été conçue de sorte à savoir si les préférences des consommateurs pour l'esthétique et le rendement de divers appareils pouvaient, chez certains groupes d'âge d'un secteur donné du marché, être déterminées en ce qui concerne les produits génériques et si ces préférences différaient en fonction de certains facteurs démographiques. Des questionnaires de type Likert, adressés systématiquement à un échantillonnage de foyers d'une région métropolitaine du sud-est des États-Unis, ont généré 384 réponses de chacune des 103 femmes qui ont répondu en entier au questionnaire (16 caractéristiques x quatre catégories de vêtements de confection x six groupes d'âges du secteur du marché). Des corrélations de caractéristiques, à savoir le rendement par rapport au rendement, l'esthétique par rapport à l'esthétique et le rendement par rapport à l'esthétique ont donné 276 combinaisons. Neuf de ces conbinaisons seulement n'étaient pas très probantes.

De façon générale, ce sont les combinaisons avec la variable rendement qui ont donné les coefficients de relation les plus élevés. En particulier, ce sont les vêtements de dessus pour les enfants d'un an à cinq ans et les personnes âgées qui ont donné les coefficients de relation les plus élevés. Il n'y a pas eu de différences multivariées, mais il y a eu des différences univariées lorsque l'âge, la condition sociale et la composition familiale étaient sources de variation.

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Marketers recognize the importance of identifying the felt needs and desires of consumers, and developing products to satisfy them. The success or failure of a product depends on how consumers perceive and respond to its attributes (Engel & Blackwell, 1982). This governs textile and apparel products as well as other product groups. The textile and apparel industry often must make certain trade-offs among characteristics such as price; durability and comfort; hand and texture; washability with permanent press performance; dyeability; resistance to creasing and soiling; and resistance to static, fungus, bacteria, and fire (Steele, 1971).

Before an individual will purchase and be satisfied with a garment, the garment must meet a minimum level of requirements (Ryan, 1966; Schiffman & Kanuk, 1983). Although mass marketing of one standardized product saves the marketer money, a standardized product may not appeal to any group. Market segmentation provides benefits to both sides of the marketplace —

consumers and marketers (manufacturers and retailers). The potential market is divided into subsets of consumers and then one or more segments is targeted to reach with products with specific attributes. Segmentation strategies are used not only to discover the needs and wants of specific groups but also to reposition and redesign old products. Segmentation research also assists in identifying the most appropriate media for specific product promotions (Schiffman & Kanuk, 1983).

Criteria for targeting marketing segments are essentially the same for all products. However characteristics of consumers, which provide the basis for planning segmentation strategies, are quite diverse. Several approaches to grouping consumers include: grouping by geographic, demographic, psychological, socio-cultural and user-behavior characteristics (Schiffman & Kanuk, 1983); psychographics through instruments to measure attitudes, interests, and opinions (AIOs) (Wall, Dickey, & Talarzyk, 1978); or a combination of these characteristics (Blackwell & Talarzyk, 1983; Assael, 1984). Blackwell and Talarzyk (1983) note "The most successful of life-style retailers often layer their life-style strength over demographic and merchandise strengths" (p. 10). Demographic and economic variables, the foundation for establishing lifestyles, are easier to predict than behavioral and technological variables affecting the market. Major demographic shifts predicted in the United States for the 1980s include declines in family sizes and increases in families earning more than $50,000 annually, with many of these "affluent superclass" families based on dual-incomes generated by highly educated men and women. Time poverty will characterize affluent dual-income households and affect their choices of consumer goods and services (Blackwell & Talarzyk, 1983).

Fashion goods constitute a unique, highly volatile, segment of the total market, and clothing and textile manufacturers are aware of the need to obtain consumers' opinions regarding available products (Seidel, 1981; Steele, 1971; Stone, 1971). Many consumer preference studies have been brand-specific in products other than fashion goods (Belk, Bahn, & Mayer, 1982). However, as trade association advertising indicates, marketers recognize the need to establish consumers' generic goals as well as their product-(brand) specific goals. Generic studies "reveal broad based patterns in the marketplace," and marketers use them "to uncover new-product opportunities or new ways to promote existing products" (Schiffman & Kanuk, 1983, pp. 32 & 50). Belk, Bahn, and Mayer (1982) summarized studies of a variety of product categories, including clothing and accessories. Some of these studies, spanning a 12-year time period, explored generic product categories while others were brand-specific (p. 5). The generic approach in textiles and apparel was used by Kelley and her associates (Kelley, Gray, & Blouin, 1980; Kelley, Blouin, & Kirby, 1983; Kelley, Fu, Blouin, Gross, & Kirby, 1985).

Problem

This report, the second phase of a two-part study (Kelley et al., 1983; Kelley et al., 1986), focussed on consumer preferences for aesthetic and performance attributes of diverse apparel for selected age groups using a generic approach. It was hypothesized that: •consumers' preferences for aesthetic and performance attributes in innerwear and outerwear for six market segment age groups will not be associated, as measured in three groups of analyses — performance vs. performance, aesthetic vs. aesthetic, and performance vs. aesthetic attributes; and •these preferences will not differ by age of consumer, familial social class, and family composition.

Instrument

Consumers were asked to rate 16 fabric and garment attributes as essential (*one*), desirable (*two*), and unimportant (*three*) in the choice of four garment categories (underwear, sleepwear, playclothes, and dressy clothes) for six market segment age groups (infants, children 1-5, children 6-12, teenagers, adults, and elderly).[1] Aesthetic attributes were: durable bright colors, wrinkle resistant, odor free, trims, soft feeling, fabric design, garment design, and no seam wrinkles. Performance attributes were: long wear life, shrink or stretch control, comfortable, non-irritating, easy to care for, mildew resistant, flame retardant, water repellent, and stain resistant. The attributes and end-uses evolved from consumers' reactions to flame retardancy in apparel textiles (Kelley et al., 1980). Surveys of professional textiles and clothing journals, trade magazines, and popular literature augmented these findings.

A preliminary survey was conducted with 44 university students during a class session of their senior seminar in home economics and with 110 Cooperative Extension home economists by mail. The home economists responded as a panel of experts as well as consumers. Only one minor modification, on the background information sheet, was necessary before final data collection.

Sample

The mail survey technique employed in the first phase (Kelley et al., 1983) was used again to generate a systematic sample of 1113 in the same cosmopolitan community in south Louisiana. Based on the assumption that females purchase most of the family clothing (Kotler, 1984), only questionnaires completed by females were retained. The 103 returns with no missing information included households distributed among all of the five wealth rating strata, established in the sampling procedure according to the criteria of *Coles Directory, Cross Reference Directory* (1980) for the community. Backgrounds of the women and their families were sufficiently diverse to explore the demographic variables selected for this report.

Profile of Respondents and Their Families

Many of the women and their families conformed to the demographic characteristics projected by Blackwell and Talarzyk (1983). These include age of respondent, number of family incomes, family composition, and, as an indirect measure of affluence, familial social class. One of their variables, education, was included in the social class index selected; therefore it was not analyzed separately.

The women were classified into three age groups: less than 35, 35 to 45, and over 45 years old. The largest proportion (41%) was in the youngest category; the smallest (33%), in the 35 to 45 category.

[1]Matell and Jacoby (1971) found responses ranging from two to 20 discriminated equally as well. Their findings supported those of other researchers.

Familial social class was measured according to Hollingshead's (1957) *Two Factor Index of Social Position*.[2] Data were obtained from each woman and her spouse, when applicable; 43% were dual-income households. Familial social class was based on the spouse whose occupation and education ranked the highest. Almost 75% of the families ranked in the professional class, Hollingshead's levels 1 and 2 pooled (35%) and higher working class, Hollingshead's level 3 (37%).

Family composition was based on ages of family members present in the households. Marketers recognize that consumers' desires and needs change with age (Kotler, 1984) and experience influences their attitudes towards a product or group of product attributes (Beattie, 1981; Wasson, 1975). Family composition was pooled into four categories: adults only (includes elderly, over 65), adults and teens, adults and children (includes both classes of adults and at least one category of children ages 1-5 and 6-12), and all family members (includes adults, elderly, teenagers, infants, and at least one category of children). Approximately 66% of the women lived in households with either adults only (33%) or adults and children (34%). The smallest proportion (11%) had family members of all ages.

Preparation of Data for Analysis

The objective of the study was to define two classes of attributes, aesthetic and performance, so 16 items were pooled into two categories. Two end-use garment categories were also defined, innerwear and outerwear. Innerwear included underwear and sleepwear, and outerwear included playclothes and dressy clothes. Respondents were asked to indicate whether an attribute was E (essential to have in a garment), D (desirable, but could do without it) or U (unimportant even if no other characteristics were involved). The questionnaire contained 384 evaluative responses. Thus, there were 24 sets with 16 evaluative responses per set for each respondent. The 24 sets were based on 16 responses for each combination of two end-use categories (innerwear, outerwear), two attribute categories (aesthetic, performance), and six market segment age groups (infants, children 1-5, children 6-12, teenagers, adults, elderly).

An evaluative score was defined for each set of 16 responses and, as such, 24 variables (evaluative scores) were generated for each respondent. Variable definition was based on the underlying rationale of the non-parametric Kolmogorov-Smirnov one sample test (Siegel, 1956) as follows. Theoretically, a neutral evaluation would be represented by a uniform distribution of responses, that is, an equal one third split from unimportant to desirable to essential. However, suppose for example, a woman gave two unimportant, two desirable and 12 essential evaluations representing a .125, .125, and .75 proportional split. By comparing the observed cumulative proportions (.333 to .667 to 1.00), the maximum signed difference between the theoretical and observed cumulative distribution (+.417 = .667 - .25) would be a measure of the degree to which her evaluations were positively oriented to the essential pole (highest possible would be -.667).

The evaluative scores were analyzed using non-parametric analyses based on ranks. However, the means of the actual evaluative scores (raw means) were also calculated to assist in interpretation. They are based on the raw data as the evaluative scores were derived from the three-point Likert scale responses. All probabilities $\leq .05$ are cited as significant, $\leq .01$ as highly significant, and $> .05$ as not significant.

Associations Among Ratings of Performance and Aesthetic Attributes

The 24 independent variables gave 276 possible correlation combinations. Raw means for all of the 24 variables are shown in Table 1. Calculating all of these combinations provided the most complete test of the women's preferences. These were grouped in three sets of correlation analyses (performance with performance, aesthetic with aesthetic, and performance with aesthetic attributes) to test the hypothesis that consumers' preferences for aesthetic and performance attributes in innerwear and outerwear for six market segment age groups will not be associated. Only nine of the 276 combinations, as established with Spearman rank order correlation coefficients (Siegel, 1956, pp. 202-213), were *not* highly significant. This permitted rejection of the hypothesis. The 276 correlations yielded ten tables of data, prohibitive for journal publication. Therefore, only trends of rhos and raw means, drawn from the ten tables are discussed.

Evaluations of performance attributes for the six age groups in innerwear and outerwear were the most highly correlated (rhos ranged from .90-.63) and raw mean scores were the highest (ranging from .40 in outerwear for children 1-5 to .28 in innerwear for adults, Table 1). All correlations in this set of associations were highly significant ($p < .01$), indicating that the relationship between consumers' desires for performance attributes in innerwear and outerwear and market segment age groups is consistent across groups. Evaluations of the importance of performance attributes rose, through ratings of children ages 1-5; decreased steadily through adults, and rose again in the elderly.

When the aesthetic attributes were correlated in innerwear and outerwear for the six age groups, all were strongly associated (rhos ranged from .78-.41), but the raw mean scores were somewhat lower than those in comparable performance attribute evaluations (ranging from .38 in outerwear for teenagers to .13 in innerwear for infants, Table 1). The highly significant ($p < .01$) aesthetic attribute associations indicated that the women had similar desires for aesthetic attributes in innerwear and outerwear for all market segment age groups. Ratings of aesthetic attributes were highest for teenagers, followed by adults, the two most fashion oriented market segment age groups. Conversely, the lowest ratings were for infants, followed by the elderly.

In sum, when performance attributes and aesthetic attributes were each correlated against themselves, performance attributes were generally evaluated higher than aesthetic attributes for all market segment age groups. These evaluations were somewhat higher in outerwear rather than innerwear end-uses. (All raw mean scores on which these trends are based are presented in Table 1).

[2]This index was selected for two reasons. Firstly, the index is a prestige measure in the community. This distinction flows from Weber's (1953) discussion of class (economic in the market place) status (prestige in the community) and party (power in the political arena) and the need to distinguish the three perspectives and measure each component. Secondly, the index measures discrete classes rather than a continuous status hierarchy. The two perspectives cannot be measured or interpreted the same. This longstanding issue is discussed in a previous paper (Kelley et al., 1985).

Table 1. Raw Means for Consumers' Ratings of Performance Attributes and Aesthetic Attributes in Innerwear and Outerwear

Attribute and garment categories	Market segment age groups					
	Infants	Children Ages 1-5	Children Ages 6-12	Teenagers	Adults	Elderly
Performance:						
Innerwear	.35	.36	.32	.28	.28	.32
Outerwear	.35	.40	.38	.37	.33	.38
Aesthetic:						
Innerwear	.13	.14	.15	.25	.20	.18
Outerwear	.30	.34	.35	.38	.35	.31

When performance attributes were correlated with aesthetic attributes, the rhos decreased markedly, ranging from a high of .48 in the correlation between aesthetic outerwear attributes for teenagers (raw mean = .38) and performance outerwear attributes for elderly (raw mean = .38, Table 1) to a low of .12 in the correlation between aesthetic innerwear attributes for children 6-12 (raw mean = .15) and performance innerwear attributes for infants (raw mean = .35). Although the rhos were low, all except nine were highly significant ($p < .01$) associations. These nine were scattered among the market segment age groups and garment categories. Of the total correlations in this set of analyses, aesthetic outerwear versus performance outerwear yielded the strongest associations, and aesthetic innerwear versus performance innerwear yielded the weakest associations.

Differences in Ratings by Demographic Variables

It was hypothesized that preferences for aesthetic and performance attributes in innerwear and outerwear for the six market segment age groups will not differ according to age of consumer, familial social class, and family composition. There were no significant differences when the Kruskal-Wallis tests were computed at the multivariate level; however, there were selected significant differences when they were computed at the univariate level.[3]

[3]Due to space limitations, the editorial decision was to present only the tables containing significant results. Tables containing raw means and ranks of aesthetic and performance attributes by the demographic variables are available from the author.

As shown in Table 2, when age was the source of variation, significant differences ($p < .05$) occurred in evaluations of performance attributes in innerwear for two age groups, children 6-12 and the elderly. In both instances the highest mean scores, indicating ratings nearer the essential end of the continuum, were among women 46 years and older. Conversely, the lowest scores, indicating ratings nearer the unimportant end of the continuum, were among women aged 35 or less. There were no significant differences by age of the respondent for aesthetic attributes in innerwear and outerwear for the market segment groups.

Four significant differences ($p < .05$) occurred when familial social class was the source of variation. They were in evaluations of aesthetic innerwear and outerwear for teenagers and adults. In all four instances, the highest ratings, indicated by raw mean scores, were among lower working class women and the lowest were among higher working class women (see Table 3). There were no significant differences by familial social class for performance attributes of inner and outerwear for the market segment groups.

As shown in Table 4, the only significant difference by family composition in performance attributes was in innerwear attributes for children ages 6-12. The highest ratings were among women whose families included all family members. The lowest were among those whose families contained adults (including the elderly) and children (including teenagers, infants, and at least one of the categories of children, 1-5 or 6-12). There were no significant differences by family composition for aesthetic attributes for inner or outerwear for the market segment groups.

Conclusions and Recommendations for Further Study

The conclusions may be considered to be hypothesis-generating as well as conclusions because of the size and scope of the sample. The findings tend to support the contention of marketers (Belk et al., 1982; Schiffman & Kanuk, 1983) that generic-product as well as brand-image studies may provide information about consumers' desires for product attributes. Although the women's evaluations were highly correlated in the three sets of correlations, there were differences in the strengths of the associations among garment categories and market segment age groups. This supports the findings of Kelley et al. (1980) that consumers' responses are influenced by end-use of the product and market segment age group for whom the end-use is designed. It also supports researchers' observations that, before an individual will purchase and be satisfied with a garment, the garment must meet a minimum level of requirements (Ryan, 1966; Schiffman & Kanuk, 1983).

Scotese (1971) and Steele (1971) suggested to the Association of College Professors of Textiles and Clothing that university studies to determine consumers' felt needs and desires for textile products would assist industry. Both men recognized that industry cannot meet all consumer desires. Later literature (Schiffman & Kanuk, 1983) suggests that economic developments in the intervening years have created a marketing climate for regrouping attributes allowed to proliferate in the 1970s. Generic studies of textile and apparel products should provide information useful to the entire industry rather than one brand-specific segment. These findings should also be useful to home economists who assist consumers in maximizing the effectiveness of their clothing expenditures.

The women in this study placed greater emphasis on products having performance attributes rather than aesthetic attributes. Performance attributes such as ease of care may be characterized as time-saving. This may tie in with the observation of Blackwell and Talarzyk (1983) that time poverty may characterize those families in which both spouses are employed. Forty-three percent of the women were in dual-income families, however, many of these were either lower

Table 2. Raw and Rank Means of Performance Attributes by Garment Classification and Age of Respondent[a]

Market segment age groups	Innerwear						Outerwear					
	less than 35		35-45		46 & older		less than 35		35-45		46 & older	
	(n = 42)		(n = 27)		(n = 34)		(n = 44)		(n = 25)		(n = 34)	
	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank
Infants	.31	48.3	.33	52.7	.38	56.2	.35	49.8	.34	49.9	.41	57.2
Children Ages 1-5	.31	47.7	.33	52.4	.39	57.3	.35	47.6	.38	53.8	.41	56.4
Children Ages 6-12	.23	43.4	.31	55.8	.36	60.3*	.32	46.5	.35	52.3	.41	58.9
Teenagers	.17	44.8	.26	54.8	.30	59.2	.30	46.5	.36	55.5	.39	56.6
Adults	.19	45.1	.27	56.3	.38	57.8	.26	47.3	.31	54.7	.34	56.2
Elderly	.21	43.7	.31	54.4	.37	61.0*	.29	44.2	.38	56.1	.40	59.1

[a]Kruskal-Wallis univariate test
*$p < .05$

Table 3. Raw and Rank Means of Aesthetic Attributes by Garment Classification and Familial Social Class of Respondent[a]

Market segment age groups	Innerwear						Outerwear					
	PROF[b]		HWC		LWC		PROF		HWC		LWC	
	(n = 36)		(n = 38)		(n = 29)		(n = 36)		(n = 38)		(n = 29)	
	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank
Infants	.07	48.0	.10	53.2	.11	53.0	.27	48.2	.27	51.0	.32	56.5
Children Ages 1-5	.11	48.9	.12	51.2	.16	55.2	.31	47.5	.30	49.1	.38	59.9
Children Ages 6-12	.13	49.0	.10	47.7	.21	60.0	.32	47.8	.30	48.5	.39	60.4
Teenagers	.16	45.5	.17	48.2	.31	63.7*	.38	54.4	.28	41.6	.42	61.3*
Adults	.17	50.8	.08	41.6	.29	65.9*	.32	49.1	.28	45.5	.39	62.7*
Elderly	.13	51.3	.06	44.3	.23	61.5	.32	54.1	.23	46.0	.31	55.5

[a]Kruskal-Wallis univariate test
[b]PROF = Professional, Ranks 1 and 3; HWC = Higher Working Class, Rank 3; LWC = Lower Working Class, Ranks 4 and 5; according to Hollingshead's *Two Factor Index of Social Position.*
*$p < .05$

Table 4. Raw and Rank Means of Performance Attributes by Garment Classification and Family Composition[a]

Market segment age groups	Innerwear								Outerwear							
	Adults[b]		A & T		A & C		AFM		Adults		A & T		A & C		AFM	
	(n = 34)		(n = 23)		(n = 35)		(n = 11)		(n = 34)		(n = 23)		(n = 35)		(n = 11)	
	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank	Raw	Rank
Infants	.34	50.8	.38	57.7	.31	48.4	.34	55.1	.35	48.6	.38	53.1	.35	52.2	.41	59.7
Children Ages 1-5	.36	52.9	.36	55.2	.30	47.2	.36	57.8	.38	51.3	.40	54.5	.34	47.6	.44	62.9
Children Ages 6-12	.29	51.3	.35	59.4	.23	42.9	.38	67.7*	.36	52.3	.35	49.6	.33	49.1	.44	65.4
Teenagers	.21	59.1	.26	55.4	.21	48.1	.36	66.1	.35	53.4	.35	51.3	.30	45.2	.45	70.5
Adults	.23	50.9	.28	54.7	.21	47.8	.29	57.5	.28	50.2	.33	54.3	.27	48.2	.37	65.2
Elderly	.29	52.5	.33	56.9	.23	45.2	.37	61.9	.34	51.8	.38	56.3	.30	46.0	.43	63.1

[a]Kruskal-Wallis univariate test
[b]Adults, includes adults of all ages, including elderly, ages 65 and over. May refer to younger adults only or to elderly only; A&T = adults and teens; A&C = adults and children, includes adults and elderly, ages 65 and over, plus at least one category of children, ages 1-5 and/or 6-12; AFM = all family members, includes adults, elderly, ages 65 and over, teenagers, infants, and at least one category of children, ages 1-5 and/or 6-12.
*$p < .05$

working class or higher working class, suggesting there are several types of dual-income families and multiple reasons for emphasizing performance attributes. Many have monetary as well as time poverty. This may affect their reasons for choosing certain attributes. Kotler (1984) suggests that spouses in dual-income families may be making more joint decisions about items traditionally purchased by wives. These observations were directed towards U.S. families. However, each of these dual-income variables seems worthy of future study in Canada as well as the United States. Based upon the univariate differences in this study, age of respondents and familial social class levels seem to be the most viable demographic variables to include in such studies.

The number of evaluative responses (384) precluded considering each of the 16 attributes separately. Several approaches for in-depth studies of one or more attributes at a time are evident from the data: • study only performance attributes since they were generally rated more essential; • focus on aesthetic attributes in fashion goods for teenagers and adults, generally regarded as the most fashion conscious groups; and • compare specific garment by age categories, for example, sportswear co-ordinates might be compared in missy, junior, petite, and large-sized markets. Attributes might include fit, fabrications desired, level of fashion desired, and specific design features as well as the 16 included in this study. Many sportswear companies manufacture apparel in these different size ranges, and findings would be valuable for planning the most effective merchandise mix to reach specific target markets. □

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Awards Bourses 1987

The Canadian Home Economics Association announces the following awards to outstanding home economics students, for the 1987-1988 academic year.

L'Association canadienne d'économie familiale annonce, pour l'année universitaire 1987-1988, les bourses suivantes offertes à des étudiantes exceptionnelles en économie familiale.

Mary A. Clarke Memorial Scholarship — $3,000

This scholarship was established as a tribute to Mary Clarke, a valued member of the Canadian Home Economics Association, and President from 1952-1954.

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and who is undertaking graduate study proceeding to a higher degree. The award will be based on scholarship, personal qualities, past and/or potential contributions to the profession of Home Economics, and financial considerations.

Canadian Home Economics Association Scholarship Fund Award

Silver Jubilee Scholarship — $3,000

The Silver Jubilee Scholarship was established to commemorate the twenty-fifth anniversary of the founding of the Canadian Home Economics Association.

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and who is undertaking graduate study proceeding to a higher academic degree. The award will be based on scholarship, personal qualities, past and/or potential contributions to the profession of home economics, and financial considerations.

Canadian Home Economics Association Scholarship Fund Award

1985 Carnation Incentive Award — $750

For a graduate in Home Economics, who is a Canadian citizen or a landed immigrant and is undertaking graduate study proceeding to a higher degree. Special consideration will be given to a student undertaking post graduate study in foods. The award will be made on the basis of academic achievement, personal qualities, financial need and an intended career in the food industry.

Presented by the Carnation Company Limited

Robin Hood Multifoods Limited Award — $1,000

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and is undertaking graduate study leading to an advanced degree. The award will be based on academic achievement, personal qualities, past and/or potential contribution to the Home Economics profession. Preference will be given to the person planning a career in business, in the consumer service (foods) field or food service management.

Presented by Robin Hood Multifoods Limited

Bourse commémorative Mary A. Clarke — 3,000 $

Cette bourse a été créée en hommage à Mary Clarke, membre éminente de l'Association canadienne d'économie familiale, et présidente de 1952 à 1954.

Elle s'adresse à une diplômée en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La bourse sera attribuée en fonction des résultats universitaires, des qualités personnelles, des contributions antérieures ou possibles à la profession et de la situation financière.

Bourse du Fonds des bourses d'études de l'Association canadienne d'économie familiale

Bourse du vingt-cinquième anniversaire — 3 000 $

Cette bourse a été créée pour commémorer le vingt-cinquième anniversaire de la fondation de l'Association canadienne d'économie familiale.

Elle s'adresse à une diplômée en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La bourse sera attribuée en fonction des résultats universitaires, des qualités personnelles, des contributions antérieures ou possibles à la profession et de la situation financière.

Bourse du Fonds des bourses d'études de l'Association canadienne d'économie familiale

Bourse Carnation 1985 d'encouragement — 750 $

Destinée à une diplômée en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La préférence ira à une candidate dont les études sont orientées vers l'alimentation. La bourse sera attribuée en fonction des résultats académiques, des qualités personnelles, des besoins financiers et de l'intention de faire carrière dans l'industrie alimentaire.

Offerte par la Carnation Company Limited

Bourse Robin-Hood Multifoods Limited — 1 000 $

Destinée à une diplômée en économie familiale qui est citoyenne canadienne ou immigrante reçue et qui commence des études de second cycle en vue d'un diplôme supérieur. On attribuera la bourse en fonction des résultats académiques, des qualités personnelles, des contributions antérieures ou possibles à la profession. La préférence ira à une personne qui projette de faire carrière dans les affaires, les services aux consommateurs (alimentation) ou la gestion de services alimentaires.

Offerte par Robin Hood Multifoods Limited

To be eligible, applicants must be members of CHEA and the application must be **postmarked no later than January 16, 1987.** Previous CHEA scholarship winners are eligible to apply provided they continue to be enrolled in graduate study.

Application forms are available from:
Canadian Home Economics Association
901-151 Slater Street
Ottawa, ON K1P 5H3

Les candidates doivent être membres de l'ACEF. Pour être admissibles les demandes dûment remplies **doivent être envoyées au plus tard le 16 janvier 1987**, le cachet de la poste faisant foi. Les candidates ayant déjà bénéficié d'une bourse de l'ACEF sont éligibles à une bourse 1985 si elles pousuivent des études de second cycle.

Pour les formules de candidature, s'adresser à
L'Association canadienne d'économie familiale
151, rue Slater, suite 901
Ottawa, ON K1P 5H3

You're SomeBODY: How To Be a Slim Kid by Lynda Corby and Patti Clark. (1985). Saskatoon: Fifth House Publishers, 116 pages; coilbound and *SomeBODY's Companion*, complement book for parents, teachers, and health professionals, 44 pages; softcover, set of both publications $18.95, additional copies of *You're SomeBODY* $10.95.

This activity book is for 9- to 12-year olds with a weight problem. It uses symbols, poems, puzzles, riddles, games, trivia, mathematical calculations, known facts about food, and quiet and energetic activities to demonstrate the basic facts of lifelong health and normal body weight maintenance. It gives the reader the chance to develop means of self-expression and to be creative with this colorful activity book that has extremely suitable illustrations. Canada's Food Guide is incorporated in the chapter on "Food — The Inside Story" which proves helpful in explaining calories, food choices, and serving sizes.

This spiral-bound book is divided into six sections including a section on "The Roquefort Files" — a display of nutritious and fun recipes with calories per serving and a breakdown of how many choices from each of the food groups are contained in the final product.

SomeBODY's Companion is a necessary complement to the activity book, providing additional assistance for the parent, teacher, and health professional who is working through the activity book with the child.

The authors have displayed a philosophy of weight management based on the encouragement of physical activity, and the development of sound nutrition habits and self-concept. *You're SomeBODY: How to Be a Slim Kid* covers all aspects of weight maintenance in a fun creative way. A lot can be learned from this activity book.

Reviewed by:
Joanne Zuckerman, BAA
Nutritionist/Home Economist
Montreal, Quebec

Family Law in Canada: New Directions. Elizabeth Sloss (Ed.). (1985). Ottawa: Canadian Advisory Council on the Status of Women, 233 pages; paperback, $4.95.

Family law defines the rights and responsibilities that family members have to each other. Traditionally marriage regulations, the legitimacy of children, adoption legalities, separation and divorce, together with problems of support and custody have been the content of family law. Today social norms and social relations are changing. Common-law cases, mixed parental relationships, and the use of reproductive technologies need to be added to the content of family law. The *Charter of Rights and Freedoms* has made people aware of the legal aspects of everyday life.

Family life teachers and concerned adults will find information about family law in Canada today and discussions related to both the traditional ideas and the extended topics in this book. Sloss has gathered papers about contemporary issues in family law, background papers for the 1985 Canadian Advisory Council on the Status of Women forum on family law. The purpose is to provide information about the changing legal aspects of the family. The perspective is primarily about women and family law. Such topics as current problems in family law, the effect of the *Charter of Rights and Freedoms* on family law, taxation laws, custody problems, marital property laws, common-law spouses, surnames of women and children, and legal aspects of the reproductive technologies are included. Each paper has a concise abstract. Ideas are put forth logically at an adult reading level. Situations in all parts of Canada are discussed and some examples are given from family law in other countries. Most papers have a well documented and lengthy "notes" section which would be useful for in-depth study and further reading. A woman's happiness and the opportunities that come to her are affected by her relationship to the family. This book points out the need women have to know their legal rights and to seek changes in the laws as societal values change.

Reviewed by:
Wanda Young, PhD
Professor, College of Home Economics
University of Saskatchewan, Saskatoon

Of Women and Advertising by John S. Straiton. (1984). Toronto: McClelland and Stewart, 174 pages; $19.95.

The book is written to explain why advertising on TV, in magazines and newspapers, and other media depicts women as it does. Women make the purchase of at least 80% of all items, therefore they are the specific subject of this book. John Straiton supports his explanations with many examples; all are valuable for clarification. Some present a humorous trip down memory lane as well as aiding explanation. The book's one shortcoming is the lack of a summary of television ads displayed in an exhibit. It is assumed that the reader shares the writer's ad recall ability.

There is definite use for this book by students of Consumer Behavior or Consumer Studies. A complete appendix of advertising rules and regulations is included; this appendix serves as an address source for the appropriate provincial council to whom commercial complaints should be directed. For the non-student curious about the why/who/what of advertising, this book walks one clearly through unknown territory. Further, a list of other related readings are provided.

The impression given by this book is that the power of the consumer is strong enough to influence the advertising of a product. Examples are cited where as few as ten women directing mail to a company president successfully pulled ads off the television airwaves. The next time advertising rubs you the wrong way, this book tells you what you can do to put it right.

Reviewed by:
Elaine Battrum, MBA
Product Manager
Toronto, Ontario

Personal Finance for Canadians (2nd ed.) by Kathleen H. Brown. (1984). Scarborough, ON: Prentice-Hall Canada, 404 pages; soft cover $16.95.

Kathleen Brown designed this text to provide students with a comprehensive guide to the study of personal finances. The information on credit, insurance, loans, spending and saving, stocks, pensions, annuities, and other financial topics is presented in a clear and concise manner. Each chapter is prefaced by a list of objectives and is briefly summarized at the end, followed by a series of problems. The author's intent was to help students develop an understanding of "principles, concepts and vocabulary" rather than a simple memorization of facts.

The graphs, charts and examples of financial papers and contracts enhance the student's learning and understanding of personal financial affairs. Much of the content was tested and revised based on student suggestions. Although many educators would not introduce personal finances by a section on credit, the author maintains that it is often the area most familiar to students.

Sections on financial planning, and wills and estates often generates strong feelings based on consumer attitudes towards planning and understanding of the subject. For this reason the author has reviewed these areas in later chapters of the book. The author is quick to point out that reading the book will not provide the learner with all the answers to financial queries, but may motivate them to learn more.

Although every effort was made to present up-to-date facts and figures, it is realized that the changing economic climate, and new tax and consumer laws makes it hard to reflect current conditions. However, the text makes it clear that despite these changes, the trends and impact on consumer choices remain the same.

Personal Finance for Canadians is easy to read and will provide the reader with a good grasp of financial concepts. As a teaching tool, its format provides a perfect opportunity for learners to measure their own grasp of the subject.

Reviewed by:
Janice McGregor, BSc (HEc)
District Home Economist
Lacombe, Alberta

Fashion Advertising and Promotion by Arthur Winters and Stanley Goodman. (1984). New York: Fairchild Publications, 399 pages.

This book, in the words of the authors, gives an extensive analysis of the various processes and activities of promotion, the sale of fashion, how they work, and the criteria for analysis and evaluation. The text consists of four parts: "The Nature of Fashion", "Marketing and Promoting Fashion", "Fashion Advertising: Products and Images" and "The Fashion Promotion Mix".

Although written for university students who want to be involved in the marketing, merchandising, and promotion of fashion, this text could be utilized as a resource guide by senior high teachers or any individual interested in pursuing a career in the fashion industry.

The authors' approach to the subject matter is factual, concise, and easily read. Graphs, charts, and sketches support the topics covered and are invaluable to supplement the discussions. Illustrations in the text serve as sources of reliable information to enhance exercises and assignments presented in the instructor's guide. The instructor's manual offers a wide array of activities including typical examination questions. Discussions are intended to offer practical experience in analyzing and criticizing fashion advertising in preparation for the fashion and marketing industry.

Reviewed by:
Rachel LeBlanc, BSc (HEc)
Junior High Home Economics Teacher
Kentville, Nova Scotia

Cooking from an Italian Garden by Paola Scaravelli and Jon Cohen. (1984). New York: Holt Rinehart and Winston, 354 pages; softcover, $11.95.

This book contains over 300 meatless recipes collected from the friends, relatives, and family cooks of the husband and wife co-author team who have adapted the recipes for North American kitchens.

Logically organized into chapters on Sauces, Antipasti, Bread and Pizza, First Courses, Main Dishes, Vegetables, Salads, and Desserts, the book represents a wide range of Italian cooking with recipes from all over Italy. Also included are some helpful tips on ingredients, cheeses, wines, and cooking techniques. It is worth noting that Italians eat small portions of the main course, whether meat or not, and balance it with pasta, vegetables, salad, and fruit. It is the ensemble, not any particular part of the meal, that provides total nourishment and pleasure. Sample menus at the end of the book illustrate interesting combinations of both elaborate five course meals and simple suppers and luncheons.

Cooking From An Italian Garden provides a good introduction to Italian-style food combinations and is a wealth of information for those looking for new vegetable ideas.

Reviewed by:
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Raising Good Children by Thomas Lickona. (1983). New York: Bantam Books, 446 pages; $4.50.

Raising Good Children was written for parents. The author describes six stages of moral development: stage 0 to stage 5. Stage 0 is totally egocentric and considered normal for children from birth to roughly 4 years of age. Stage 5 represents those with principled conscience and is not normally attained until early adulthood. He is quick to point out that many people never develop beyond stage 2, which believes in a "tit for tat" sense of fairness. The author goes beyond simply describing the stages of moral development to presenting practical suggestions as to how parents can facilitate and encourage this development in their offspring.

The final section addresses special concerns which can arise at any level. It includes a chapter on television as a moral teacher, and what to do about it; a chapter on sex, and another on drugs and drinking. In these chapters he gives concise information, including pertinent statistics and updated medical information before presenting various approaches for dealing with these problems.

Raising Good Children is readable, informative, and could serve as a reference on parenting.

Reviewed by:
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Abstracts of Current Literature

Family/Consumer Studies

Psychological distress in the postpartum period: The significance of social support.

Stemp, P.S., Turner, R.J., & Noh, S. (1986)
Journal of Marriage and the Family, 48, 271-277.

This Canadian study was designed to determine whether or not the recent birth of a baby increased the level of psychological distress and whether or not social support had any effect on this distress. The social support variable was measured as a cognitive function, as marital intimacy, and as a social network. Data were collected from 312 young married women who had recently given birth. Interviews were conducted 2-6 weeks after birth, and again 1 year later, followed by a questionnaire 6 months after the first interview. The psychological distress was measured using an instrument known as "How I Feel". The results showed that the mean scores of psychological distress did not vary across the study period. From this finding, the researchers conclude that postpartum depression was no longer evident when the first interview took place. The findings revealed that marital intimacy and psychological distress are strongly associated.

The relationship between marital dissolution and suicide: The Canadian case.

Trovato, F. (1986)
Journal of Marriage and the Family, 48, 341-348.

In order to examine the relationship between the rates of suicide and divorce in Canadian provinces and territories, the researcher hypothesized that the provincial suicide rate varies directly with the provincial divorce rate. Data used in the research were taken from provincial records for 1971 and 1978. Control variables considered were university education, Roman Catholic affiliation, provincial rate of marriage, and migration within the province and between provinces. The suicide and divorce rates provide the evidence for the east-to-west pattern with the west showing increases in divorce rates. A suicide east-to-west pattern was more evident in 1978 that in 1971. Although provinces with high divorce rates tend to have high suicide rates, the zero-order correlation measure revealed a decrease from 1971 to 1978. This could indicate that, although the divorce rate is increasing, it has less impact on the suicide rate. The zero-order relationship showed that areas with high marriage rates have high divorce rates, too. The author concluded that divorce creates psychological distress. The risk of suicide is increased in provinces with high divorce rates. An inverse relationship was noted between education levels and the likelihood of committing suicide.

Marital adjustment as related to personal and marital changes accompanying parenthood.

Harriman, L.C. (1986)
Family Relations, 35(2), 233-239.

The purpose of this study was to examine the perceptional differences in the changes brought about by parenthood. Variables studied were the amount and the quality of change, both personal and marital, and marital adjustment. Data, collected as part of a larger study, resulted in a sample size of 115 married women and 90 married men who had a child born within a given year. Information was gathered by questionnaire. The Locke-Wallace marital adjustment form was used to determine marital adjustment. Respondents' perceptions of change were measured on a 42 item additive scale. To study perceptional differences of change, discriminant analysis was used. The sex of the parent and marital adjustment are associated with perceived amount of change. Parents with high marital adjustment scores perceived more positive changes associated with parenthood. Husbands and wives with low marital adjustment scores showed more negative personal changes. The author concludes that parenthood education classes could teach husbands and wives to prepare for approaching parenthood.

Coping strategies: A rural-urban comparison.

Marotz-Baden, M. & Colvin, P.L. (1986)
Family Relations, 35(2) 281-288.

The researchers hypothesized that different coping strategies would be used by rural and urban families, and that different coping strategies would be used by men and women. The urban sample involved a random sampling of the Great Falls and Billings, Montana phone directories, and resulted in a sample size of 111 wives and 107 husbands. The rural sample, consisting of 113 wives and 89 husbands, was selected randomly from a list of farming and ranching families. Stressors for a 12-month period were measured by the Family Inventory of Life Events and Changes (FILE). A modified version of Family Crisis Oriented Personal Evaluation Scales (F-COPES) was used to measure coping strategies. Findings revealed that urban respondents reported more stressors than their rural counterparts. Urban respondents also reported more intra-family stressors. Analysis showed that retired rural males used coping strategies more actively than urban males. The researchers were not able to find evidence to support their hypothesis that men and women used different coping strategies. The research indicates that people experiencing stress rely on their internal resources.

Stepparent-stepchild relationships and the psychological adjustment of children in stepmother and stepfather families.

Clingempeel, W.G. & Segal, S. (1986)
Child Development, 57(1), 474-484.

This study, to examine the quality of relationships within stepfamilies, adjustment of children, effects of nonresident parents, and child outcomes, focusses on 9- to 12-year old children in four types of stepfamilies: stepmother-stepson, stepmother-stepdaughter, stepfather-stepson, and stepfather-stepdaughter. The sample of 40 stepfather and 20 stepmother families was obtained from newspaper advertisements and marriage license records in Philadelphia and Norristown, Pennsylvania. Couples had to meet specific criteria including length of marriage, education level, at least one child 9 to 12 years of age, and no children from the current marriage. Data were obtained through interviews, which were videotaped, and through questionnaires. To measure relationships, the researchers obtained a report from the child, the parent, the stepparent, and from observations. The results showed more positive relationships between stepmothers and stepdaughters. Frequent visits by the biological mother to the stepdaughter revealed less positive stepmother-stepdaughter relationships. There were no correlations found for boys in stepfather or stepmother families. Length of time spent in the stepfamily was positively associated with relationships and child outcome. Longitudinal studies are necessary to further assess the dynamics of stepfamily relationships.

Supplementary listing of articles

The integrative psychotherapy alliance: Family, couple and individual. Pinsof, W.M. & Catherall, D.R. (1986) *Journal of Marital and Family Therapy, 12*(2), 113-128.

Parenthood choices of career-oriented women. Reading, J. & Amatea, E.S. (1986). *Journal of Marriage and the Family, 48*, 255-260.

Wives' employment status, hassles, communication, and relational efficiency; Intra-versus extra-relationship factors and marital adjustment. Meeks, S., Arnkoff, D.B., Glass, C.R., & Notarius, C.I. (1986). *Family Relations, 35*(2), 249-256.

Prematurity stereotyping: Effects on mother-infant interaction. Stern, M. & Hildebrandt, K.A. (1986). *Child Development, 57*(1), 308-315.

A systemic approach to couple therapy. Elkaim, M. (1986). *Family Process, 25*(1), 35-42.

Sequences: Toward a common denominator of family therapy. Breunlin, D.C. & Schwartz, R.C. (1986). *Family Process, 25*(1), 67-88.

Submitted by
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Food/Nutrition

Beverages in the diets of American teenagers.

Guenther, P.M. (1986).
Journal of the American Dietetic Association, 86, 493-499.

This study investigated the role of beverages in the diets of American teenagers through analysis of data from the National Food Consumption Survey, 1977-1978. The data file included a 24-hour recall and a 2-day diet record for each of 4,455 persons aged 13 to 18 years. Variation in beverage intake was examined by eating occasion, season, weekday, region, urbanization, race, sex, age, and household income.

The total amount of all beverages consumed, but not the frequency of consumption, differed significantly among the seasons. Milk was consumed in smaller amounts and less frequently in the summer, whereas tea, fruit drinks, and soft drinks were consumed more frequently and in greater amounts during this season. Suburban teens drank the most milk, while central-city teens had greater intakes of fruit drinks and soft drinks, and the lowest intake of milk. Those living in nonmetropolitan areas drank the most tea and had the lowest intakes of juice and alcoholic beverages. Mean intakes per individual of milk, juices, and fruit drinks generally increased with income and increased with increasing years of education of the household head. The amount of soft drink and milk intakes were negatively correlated ($r = -.22$). Since soft drinks were just as likely to be consumed with meals as they were for a snack, the authors suggest that teenagers may be substituting soft drinks for milk at meals. The negative part correlations of soft drink intake with intakes of energy and 14 nutrients indicated that soft drinks may contribute to low mean intakes of calcium, magnesium, riboflavin, vitamin A, and ascorbic acid in some teenagers.

Food, nutrition, and agriculture: A liaison for world development.

Harper, L.J. (1986)
Journal of the American Dietetic Association, 86, 345-351.

Despite the increase in world food production in recent years, the number of people in less developed countries without enough food is growing. Those likely to suffer from undernutrition are the groups who traditionally have been most vulnerable, such as children, pregnant and lactating women, the ill, and the elderly. Such persons can be further stressed if they are among the rural landless poor. Changes in farming patterns, such as a conversion to cash-crop farming, may result in a failure to provide an adequate variety of foods to meet the nutritional needs of the family. Often, associated increases in purchasing power do not offset such nutritional inadequacies. Since hunger and malnutrition are linked with poverty and lack of socioeconomic development, increases in food production alone will not solve the problem. Though often thought of solely as a problem for health ministries, the improvement of nutritional status requires a co-ordinated involvement of all agencies dealing with the food chain from production to consumption. This article presents the rationale for inclusion of nutrition in the education of agriculturalists. A review of past and present activities of national and international organizations which combine nutrition and agriculture in world development programs is given.

A look at breast-feeding trends in Canada (1963-1982).

McNally, E., Hendricks, S. & Horowitz, I. (1985).
Canadian Journal of Public Health, 76, 101-107.

National and regional data from nine cross-sectional studies on breast-feeding practices conducted since 1963 are presented in this article. Mail-out questionnaires were sent to mothers with infants of 6 months of age. Between 1937 and 3150 mothers were contacted for each study with response rates varying between 54% and 88%. The questionnaire contained standard questions referring to the feeding of infants during the first 6 months of life. Hence, answers were dependent upon the mother's ability to recall how she fed her child.

In 1982, 75% of respondents breast-fed in hospital as compared to 38% in 1963. This change occurred in two major time periods. From 1973 to 1978, the national breast-feeding rate went from 36% to 61%, an increase of 69%. From 1981 to 1982, the national percentage of breast-feeding rose from 65% to 75%, a 15% increase. Accompanying the increase since 1973, more mothers are nursing longer. In 1982, 62%, 44%, and 31% of all infants were breast-fed at 2, 4 and 6 months respectively, compared to 23%, 11%, and 6% in 1973. The percentage of mothers abandoning breast-feeding within 2 months of commencement was halved between 1973 and 1982.

In 1982, the breast-feeding rates showed a steady increase from East to West with a low of 61% in the Atlantic provinces and a high of 86% in British Columbia. The National pattern shows reported breast-feeding rates to be in the eighties in Ontario and the Western provinces and in the sixties in Quebec and the Maritimes. However, the Eastern provinces experienced the greatest changes between 1973 and 1982, when the breast-feeding rate more than tripled.

Fetal growth and moderate drinking in early pregnancy.

Little, R.E., Asker, R.L., Sampson, P.D., & Renwick, J.H. (1986) *American Journal of Epidemiology, 123*, 270-278.

Decreased intrauterine growth has been repeatedly linked to heavy maternal alcohol use during pregnancy, but the effects of moderate amounts of alcohol are less clear. This study investigates the possible relationship between fetal growth and moderate alcohol consumption by 144 low-risk prenatal patients in Britain. Subjects were white, nonsmoking, nonalcoholic women aged 19 to 35 years, who were of lower middle social class or higher. Detailed information about drinking habits was obtained, including a recall of each day's alcohol intake in the week prior to recognition of pregnancy and in the week before the first prenatal visit (8-16 weeks gestation).

Results of linear regression analysis indicated that a daily average consumption of 10 g of ethanol (about one drink) prior to the recognition of pregnancy was associated with a decrease in mean infant birth weight of 225 g. Drinking at this level during the week prior to the first prenatal visit is associated with a decrease in mean birth weight of 230 g for male infants but not for females. It should be noted that these decreases in birth weight are not due solely to shortened gestation since gestational age was accounted for in the regression equation. The risk of decreased intrauterine growth appears to begin very early in pregnancy. This has important implications for public health professionals as it appears that women considering a pregnancy should be advised to abstain.

Nutrient sources in the American diet: Quantitative data from the NHANES II survey. I. Vitamins and minerals.

Block, G., Dresser, C.M., Hartman, A.M., & Carroll, M.D. (1985) *American Journal of Epidemiology, 122*, 13-26.

Nutrient sources in the American diet: Quantitative data from the NHANES II survey. II. Macronutrients and fats.

Block, G., Dresser, C.M., Hartman, A.M., & Carroll, M.D. (1985) *American Journal of Epidemiology, 122*, 27-40.

Information presented in these companion papers is based on 24-hour recall data from 11,658 adults who participated in the second National Health and Nutrition Examination Survey (NHANES II). The contribution of specific food items to the total population intake of vitamin A, thiamine, riboflavin, niacin, vitamin C, iron, phosphorus, calcium, sodium, and potassium are contained in the first paper, while the second paper deals with energy, protein, carbohydrate, total fat, saturated fat, oleic acid, linoleic acid, and cholesterol. The percentage of total intake provided by each food is presented in table format for the top 50 contributers of each nutrient. The proportion of the population consuming each food is also noted. These papers will be of interest to anyone involved in the study of diet-disease relationships. They also should prove useful to those developing dietary assessment instruments or dietetic/nutrition education materials.

Supplementary listing of articles

Convenience food use in households with male food preparers. Pearson, J.M., Capps, Jr., O., & Axelson, J. (1986). *Journal of the American Dietetic Association, 86*, 339-344.

A restaurant dining guide for low-salt and low-fat/cholesterol diets. Updegrove, N.A., & Gawronski, G. (1986). *Journal of Nutrition Education, 18*, 22A.

Sodium and hypertension. Houston, M.C. (1986). *Archives of Internal Medicine, 146*, 179-185.

Alcohol consumption and high density lipoprotein cholesterol concentration among alcoholics. Dai, W.S., LaPorte, R.E., Hom, D.L., Kuller, L.H., D'Antonio, J.A., Gutai, J.P., Wozniczak, M., & Wohlfahrt, B. (1985). *American Journal of Epidemiology, 122*, 620-627.

Caffeine knowledge, attitudes, and practices of young women. Guiry, V.C., & Bisogni, C.A. (1986). *Journal of Nutrition Education, 18*, 16-22.

Dietary fiber: Effect on mineral bioavailability. Toma, R.B., & Curtis, D.J. (1986). *Food Technology, 40*, 111-116.

Submitted by
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Textiles/Clothing

"X" direction filament-wrapped yarn.

SaLaun, H. (1986).
Textile Research Journal, 56(3), 161-163.

Filament-wrapped yarns, produced by wrapping a filament around a twisted or twistless fibrous core, provide many advantages over non-wrapped yarns. However, one of the major disadvantages arises when tension is applied on the one-directional wrap yarn and stress begins to build up on the filament wrapper. Elongation begins and the result is a weakening of the yarn causing end breakage and loom stoppage during weaving. This study investigates the X-wrap technique as a method of keeping the fibres in the twistless core in the wrapped yarn under control during weaving and knitting. An all-cotton no-twist fibrous core was wrapped with a 40-denier polyvinyl alcohol filament. The twistless core was applied with a Z-wrap and then with an S-wrap in a two stage procedure; the combination of the two steps produced an X-wrap. After testing, results indicate that X-wrap yarns exhibit greater breaking strength and better elongation compared to Z-wrap yarns and double Z-wrap yarns. A further outcome of the study was the development of a device from which an X-wrap cotton yarn can be produced. Further study is needed in the area of X-wrap yarns to completely eliminate the slashing process while experiencing no loom stoppage.

Aminofunctional polysiloxanes: A new class of softeners.

Joyner, M. (1986)
Textile Chemist and Colorist, 18(3), 34-37.

Silicone products have been used increasingly since their introduction into the textile industry in the late 1940s. Their use ranges from antifoams, to water repellents, to fabric softeners. Modifications to their range of usage are constantly being made to meet the demands created by the changing technology in the textile industry. The latest studies of silicones have focussed on their use as softeners. Three classes of silicone softeners currently available for textile use are nonreactive, conventional reactive and organofunctional. Of the three, the organofunctional silicone softeners are the newest type. Studies of aminofunctional silicone polymers involving subjective blind hand evaluations and the Kawabata Evaluation System (KES) were conducted to determine the hand of an apparel fabric, as well as if the KES could distinguish between fabrics treated with different silicone softeners. Results of the hand evaluation tests showed a strong preference for fabrics treated with aminofunctional silicone softeners. KES measurements were instrumental in explaining the differences between samples treated with aminofunctional silicone softeners and those treated with other softeners. It was found that aminofunctional silicone softeners increase hand and stretch/recovery properties significantly better than conventional reactive silicone softeners. However, improvements with durable press ratings, tear strength, and wrinkle recovery were approximately equal between the two groups. It was recommended that aminofunctional silicone softeners be blended with organic softeners due to their combined ability to create softer blends with optimum cost-performance parameters.

Dye-fibre bond stabilities of some reactive dyes on silk.

Meyer, U., Wang, J., Xia, Y., Yang, J., & Zollinger, H. (1986)
Journal of the Society of Dyers and Colourists, 102(45), 6-11.

An investigation was conducted to determine the dye-fibre bond stabilities of silk. Of particular interest was the reaction mechanism and the physical chemistry involved with the reactive dyeing of this type of fibre. The study was fashioned after similar studies involving cellulose and wool. Researchers hoped to determine if silk would have high dye-fibre bond stabilities similar to those on wool or similar to those on cellulose. Two types of silks were dyed with 12 reactive dyes containing various reactive groups, and using three dyeing methods. The dyeings were then extracted to remove any remaining non-covalently bonded dye. After extraction of dyes, the samples were treated with buffer solutions ranging in pH values from 1.89 to 10.65 for 24 hours at a temperature of 70°C. Measures of exhaustion, fixation ratio and extent of reaction of the dyeings, and rate of hydrolysis were taken. Results indicate that exhaustion varied from 97.6 to 70.9% and fixation varied from 99.3 to 81.2%. The dye-fibre bond was found to be sufficiently resistant to hydrolysis for all dyeings. Analysis of results suggest that while reactive dyeing of silk is possible, an alkaline treatment is necessary to obtain high fixation ratios. It was found however, that once dye-fibre bonds are formed, their stability is significantly higher than what is necessary for obtaining good wet-fastness properties.

Laboratory determination of open-end spun yarn twist.

Kartashov, M. (1986)
Canadian Textile Journal, 103(4), 16-18.

An important factor influencing yarn strength and elasticity, as well as fabric hand and smoothness, is yarn twist. Because yarn twist is such a vital component of yarn and eventually fabric formation, extensive studies have been conducted to develop a single, reliable, and accurate test method for measuring the twist levels of open-end spun yarns. Previous to the development of a new method, the two conventional methods were the untwist-retwist method and the French Standard. While both methods are useful for certain types of yarns, they are not suitable for determining the twist in open-end spun yarns. In developing the new method, yarns were divided into fibre groups of 100% cotton, 100% acrylic, 100% polyester, and 50% polyester/50% cotton blends. Sample lengths of 25 and 50 cm were used and tension ranged from 40 gf to 130 gf. After testing with the 25 cm lengths it was found that the results were comparable for both 25 and 50 cm lengths. The shorter length was then used for the remainder of the tests. Results obtained indicate that within fibre groups of 100% content, the most adequate tension for achieving the proper level of results was 50 gf. For blended fibre samples, the tension had to be increased to 110 gf to achieve the proper level. It was found that with this method of testing, the twist level, as inserted mechanically in the yarn, could be repeatedly confirmed. It is recommended that the use of 50 gf tension be used for fibre groups consisting of 100% cotton, 100% acrylic, and 100% polyester, while 110 gf tension be used for 50% polyester/50% cotton blend yarns. Further studies are required to evaluate open-end yarns spun from different other fibres either in 100% form or in blend form.

Supplementary listing of articles

Concurrent dyeing and finishing: IV-single-step process for direct dyeing and resin finishing of cotton fabric. Ibrahim, N.A., & Haggag, K. (1986). *American Dyestuff Reporter, 75*(4), 20-23, 34.

Storage yellowing of fabrics and garments by antioxidants. Oughton, R.W. (1986). *Canadian Textile Journal, 103*(1), 36-41.

The future of the textile and clothing industry in Canada. Harding, C., & Slater, K. (1986). *Canadian Textile Journal, 103*(3), 15-19.

Rapier and multiphase specialists. Chapman, S. (1986). *Textile Asia, 17*(2), 100-103.

Advantages of RF drying. Holland, J.M. (1986). *Textile Asia, 17*(3), 65-68.

New technologies in wool preparation, dyeing, finishing. Duffield, P. (1986). *Textile Chemist and Colorist. 18*(2), 13-16.

Submitted by
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... In Trends

Careers in Gerontology

The growing field of gerontology and resulting career opportunities for young people is the subject of a two-part filmstrip kit under production by Summit Communications of Guelph, Ontario. Of interest to Family Studies, Health, Guidance and Co-Op education teachers, Part I of this production will help adolescents see themselves in relationship to the elderly, with parallel physical, emotional and social needs. It will attempt to break down some of the stereotypes related to the elderly and develop positive intergenerational understanding. With an increasingly aging population, the range of careers related to gerontology will be illustrated in Part II and will include government and community agencies, private entrepreneurship, and volunteer opportunities. The filmstrip kit is entitled, *Young and Not So Young*. The price for Parts I and II is $70.00 ($35.00 each), plus shipping, handling and sales tax.

To order: Contact Summit Communications, 8-291 Woodlawn Road West, Guelph, ON, N1H 7L6, (519) 836-6262.

Market Research Bibliography Compiled

The recently released *Annotated Bibliography of Canadian Food Attitudes and Consumption Patterns*, from Food Advisory Division, summarizes more than 60 consumer market research studies. The annotations relate to market research on Canadian food including preferences, eating habits, consumption patterns, and selection criteria. Food Advisory Division plans to update the bibliography regularly since it helps to identify market development opportunities for Canadian commodities. If you have conducted consumer food market research studies in the past 5 years or plan to do so in the future, the division would like to hear from you.

For more information: Contact Joan Anderson, Food Consultant, Food Advisory Division, Agriculture Canada, Ottawa, K1A 0C5.

Financial Planning Service

Royal Trust now offers a national personal financial planning service to its customers. A market research study revealed that Canadians have three major financial concerns: they want to pay the minimum in taxes, they want a financially secure retirement, and they want to invest wisely. Royal Trust Financial Planning Managers will offer advice on income tax, investments, retirement planning, will and estate strategies, cash management, insurance, and education funding. The service is available now in Vancouver, Calgary, Winnipeg, Toronto, London, Ottawa, and Halifax. Other major cities will receive the service before the end of the year. Clients can choose a fixed price Personal Financial Plan or an hourly fee service. For the first time, objective advice across a broad range of financial needs is available from a single source. Royal Trust takes the service one step further by assisting clients to implement their financial plans, although there is no obligation to use Royal Trust products or services.

For more information: Contact your local Royal Trust or Jane A. Reid, Vice-President, Trust and Advisory Services, (416) 867-2361.

Infant Feeding Practices Criticized

The Infant Nutrition Institute finds that many common infant feeding practices in Canada do not have a scientific basis, are not in accord with the recommendations of the Canadian Paediatric Society, and may even be very dangerous. In a recent issue of its newsletter, "In-Touch", the Infant Nutrition Institute highlighted some of these questionable practices: A common misconception among mothers is that they can increase their supply of breast milk by drinking more fluids, although scientific studies have shown this doesn't happen. The infant's demand for milk influences milk volume, not the mother's fluid intake. There is no need for a well-nourished mother to drink more after her thirst is satisfied. Some parents continue to give their children raw milk despite the risk of salmonella contamination which can cause a fatal illness. Raw milk purchases are made directly from farms or rural farmers' markets even though sale of unpasteurized milk is illegal in Quebec, Ontario, New Brunswick and the Northwest Territories. In-Touch urges health professionals to convince parents that pasteurized milk is just as nutritious as raw milk and is much safer to use.

Some questionable infant feeding practices came to light as a result of a recent survey of new mothers by the Nova Scotia Department of Health. That survey showed that: Only about half the Nova Scotia women surveyed breastfeed at all, and 55% of these women have weaned their infants by four months of age. The Canadian Paediatric Society recommends breastfeeding for the first 6 to 9 months. Nova Scotia mothers frequently gave their infants inappropriate vitamin and mineral supplements. Of particular concern was the use of fluoride supplements in areas where the water was already fluoridated. Too much fluoride can result in a permanent mottling of tooth enamel. Twenty-five percent of the mothers added salt to their infant's foods and 31% added unnecessary sugar. Baby food manufacturers have deliberately eliminated salt from, and significantly reduced the sugar content of their foods to provide maximum nutritional benefits.

Source: The Infant Nutrition Institute. (1986). *In-Touch*, 3(6).

... In Ideas

Health Problems of Canadian Youth

One may look at adolescent health problems in three broad categories: problems commonly seen in adolescence, conditions made worse by adolescence, and conditions with origins in adolescence.

Some problems commonly seen in adolescence are infections (acne); orthopaedic problems (sports injuries); endocrinological problems (menstrual difficulties); behavioral problems (drug and alcohol use, eating disorders, school and learning problems). "Many of the most intractable adolescent health problems tend to be behavioural in nature. In fact, the major challenges faced today by nurses, counsellors, mental health professionals, physicians and parents are to be found in this area. It is critically important to understand the developmental context in which behavioural problems occur."

Another category of health problem consists of diseases and conditions which are actually aggravated by the fact of the victim's adolescence. For example, the normal development of young people may be severely impeded if they suffer from a chronic disease such as diabetes or asthma. Victims of such conditions may not be fully accepted by their peers. Also, they may be forced into an excessive dependence on their parents.

Some health problems have their roots in the adolescent years, but are only experienced decades later. The health practices and behaviors of the young people are among the determinants of their future health or illness. This is an important area for home economists and one that presents a strong challenge to their ingenuity. How can one convince an adolescent that today's lifestyle will show up as illness 30 or 40 years from now? Conditions in this category include high blood pressure (hypertension), smoking-relating health problems, alcoholism, high cholesterol levels, and certain conditions associated with diet, including obesity and anemia. Various lifestyle practices are under study, especially as they relate to the future development of arteriosclerosis and its complications including coronary artery disease, strokes, and kidney failure. If we can find ways to help young people deal effectively with these problems, we will improve their chances of enjoying health in the total sense as they get older.

Source: Westwood, M. (1986). The health of Canadian youth: A developmental perspective. *Health Promotion, 24*(3), 2-5.

Nutrition Needs of the Elderly

"There are 2.6 million men and women in Canada today aged 65 and over. That's about 9.6 per cent of the population. By the year 2021, however, the elderly population will number 5 million, or 14.2 per cent of the population. Already, the elderly account for 41 per cent of our days of hospital stay, and take three times as many prescription drugs as the rest of the population. Faced with an impending crisis research is in progress into ways to keep elderly consumers healthier, including improving their diets." *Canadian Consumer*, recently in a two-part series on health needs of the elderly, looked at what older Canadians are eating, surveyed the experts on how diets of the elderly should change, and looked at some of the problems seniors face because of their heavy need for medications.

The salient points in the articles are: •Hydrochloric acid secretion in the stomach generally decreases with age, and this can interfere with digestion. •Changes in the intestinal tract can result in reduced intestinal absorption of some nutrients. •The kidneys become less effective. •Those who are widowed and living alone may lose the incentive to prepare regular meals. •Elderly people may need not only certain specific nutrients, but more of them than they did when they were younger •The mean calcium intakes of older adults, especially women, were below recommended levels. •A Health and Welfare Canada report published in 1977 suggested that intake of thiamine by elderly Canadians was inadequate. •If popular nutritional cures are used as a replacement for sound medical ones, the ailment could get worse through lack of proper treatment, especially where serious illness is involved. •The use of megavitamins concerns many scientists because many such supplements may contain 10 to 100 times the recommended daily nutrient intake.

"The elderly, are at increased risk of complications from drug therapy for two main reasons — they often have multiple medical problems requiring multiple drugs, and with age, there are changes in physiology which sometimes lead to changes in the ways drugs affect the body". Aspirin is one of the non-prescription drugs most often consumed by the elderly, and it is the primary drug used to treat arthritis. Large numbers of elderly persons suffering from arthritis take aspirin regularly, and many are such long-time users that their aspirin intake can range from 1-3 grams a day.

The second article goes on to explain the dangers of various food-drug interactions. Some of the commonly-used drugs discussed are: antacids, laxatives, anti-depression drugs, alcohol, and diuretics. Older Canadians and their families will find plenty of diet tips in living longer, eating better, and knowledge of food and drug interactions in this two-part series on health needs of the elderly.

Source: Eating better-Living longer. (1986, April). *Canadian Consumer*, p. 10-13; An age old problem (1986, May). *Canadian Consumer*, p. 35-37.

Eating Disorder Centre

A *National Eating Disorder Information Centre* opened in December 1985. The aim of the Centre is to provide clear, accurate, and up-to-date information on eating disorders through a bi-monthly newsletter, brochures, speaking engagements, and eventually workshops.

For more information: National Eating Disorder Information Centre, 1560 Bayview Ave., Suite 304, Toronto, ON M4G 3B8, (416) 486-6023.

Vitamin Information Centre

The Hoffman-LaRoche Vitamin Information Centre (VIC) is an information source for health professionals and communicators who require scientific data about specific nutrition topics related to vitamins and other micronut-rients, or who wish to learn more about related international research. Contact this centre for information needed on vitamins and minerals.

For more information: The Vitamin Information Centre, 180 Dundas Street West, Toronto, ON M5G 1Z8, (416) 979-6799.

R R S P vs Mortgage Paydown

"After all your budgeting and working out your finances, you've come up with a bottom line figure on your finances — $1,000 a year. That's the amount you'll be able to save after you've taken care of taxes and all the expenses of living. But what should you do with that $1,000 to get the best return for your money?

Should you take the money and pay down your mortgage on its anniversary, thus eliminating a good hunk of interest on the $1,000 over the next 25 years? Or should you sock the

$1,000 into a Registered Retirement Savings Plan where it can grow tax-sheltered and you can enjoy a break on your income taxes as a result of your contribution? What you're really looking for is the best of both worlds — which option stands to gain you the most now and in the long run?"

The answers to these questions are very interesting. The financial assumption is that the family income is about $30,000 per year with a $50,000 mortage.

Source: Bates, R. (1986, May). RRSP vs mortage paydown. *Canadian Money Saver*, p. 164.

... In Products

Safe Plug Cover

Unlike other caps which only cover outlets not in use, Plug Lock is also designed to prevent the removal of engaged plugs from household outlets. It stops a child from touching exposed live prongs of partially engaged plugs or inserting foreign objects into live outlets. Plug Lock has been approved by Ontario Hydro and is made from flame retardant plastic. Reasonably priced, it can be obtained at major hardware, toy, grocery and department stores across Canada.

Source: Canadian Institute of Child Health, March, 1986.

Children's Handrail

The ToddleRail System is a handrail developed for small children that, once installed to existing brackets, is situated approximately 35 cm (14 in.) below an adult rail. Special tools are not required for installation.

For more information: Contact ToddleRail Systems Inc., 3191 Wolfedale Rd., Mississauga, ON, L5C 1V8 (416) 273-3734.

... In Publications

Home Buying/Selling

The Canadian Real Estate Association has two booklets, "Information for Home Buyers — A Guide for Consumers" and "Information for Home Sellers — A Guide for Consumers". The publication for buyers covers a wide range of topics. Among them are selecting a real estate agent, making a checklist on needs and wants, and information on making an offer, mortgage financing, and closing costs. The sellers booklet gives tips on preparing a house for sale, selecting an agent, and information on listing agreements. Both booklets are free and can be obtained by contacting local real estate boards.

"Mortgage Wise — A Guide for Home Buyers" is available free by writing the Canadian Bankers Association, P.O. Box 282, Toronto Dominion Center, Toronto, M5K 1K2. This 35-page booklet covers such topics as choosing a home, down payments, making an offer, and, of course, mortgages. "Your Housing Dollar" discusses how to determine housing needs and meet housing costs whether you rent, buy or build. It is available for $1.00 from the Money Management Institute, 85 Bloor Street East, Toronto M4W 1B4. The Consumer Association of Canada has published the "Homeowner's Handbook". It covers all aspects of homeownership from buying to maintaining a home. It is available for $7.95 from Canadian Consumers' Book Section, Consumers' Association of Canada, Box 9300, Ottawa K1G 3T9. If you still want to do more reading on home buying and selling, check with local realtors. Their company may also produce free brochures. The local library is another good source of information.

Source: Read before moving. (1986, Spring). *Housing News*, Manitoba Health, Government of Manitoba, p. 4-5.

Infant Feeding Guide

This new national guideline on infant feeding for health professionals entitled *Feeding Babies — A Counselling Guide on Practical Solutions to Common Infant Feeding Questions* was developed by Health & Welfare Canada in collaboration with the Canadian Pediatric Society. The guide will assist health professionals in giving practical information on infant feeding.

For more information: Contact Francine Courtemanche, (613) 990-8184.

Films Series on Battered Women

The Next Stop is a series of three films that examine what happens to battered women once they decide to leave their violent partners. The films explore the various services a woman will need as she attempts to rebuild her life. Because those needs vary greatly depending on a woman's geographic location, the films explore different kinds of programs and services available in urban, rural, northern, and native settings. In addition to relating the experiences of several women who have left violent relationships, the films introduce people who work actively to provide support and services to battered women in their communities. These people talk frankly about the kinds of programs that are needed and about strategies to establish those services. *Sylvie's Story, A Safe Distance*, and *Moving On*, are each approximately 28 minutes.

Available from: Your local National Film Board (NFB) office or NFB, P.O. Box 6100, Montreal, PQ, H3C 3H5.

Institutional Foodservice Basics

Institutional foodservice management seeking thorough, effective training can find help in National Educational Media's (NEM) newest course, "Basics of Institutional Foodservice." Complete course includes ten film/video modules, ten printed study material kits and a 100-page notebook for the trainer. The new course is specifically geared for the unique challenges presented in institutional foodservice, whether in school, university, commercial or industrial cafeterias, the armed forces, hospitals or prisons. It covers basic job responsibilities for all employees' skills levels. The course can be used also in academic curriculums for institutional foodservice management.

The ten modules cover all basic foodservice areas, including cafeteria service. Two deal with fire safety and the correct use of knives. Cost controls are taught in modules focussing on stopping foodservice waste, proper receiving and storage, portion control, and using standardized recipes. Three modules examine care and cleaning of kitchen equipment, sanitation, and personal grooming and hygiene. Six of the modules are also available in filmstrip/slide formats with audiotapes. Free brochures on "Basics of Institutional Foodservice" and other NEM professional courses are available upon request.

For more information: Contact Omega Films Ltd., 70 Milner Avenue, Unit 5A, Scarborough, ON, M1S 3P8, (416) 291-4733 or 291-9776.

Preparing for Jobs

Give your students a winning edge in the tough competition for tomorrow's jobs. Video-taped sequences let students observe people on-the-job. Find out how these people chose, prepared for, and succeeded in their careers. You'll help teens develop a flexible approach to career preparation by exploring key factors that can change the job market. The program outlines numerous valuable resources, ensuring that your students will know where to go for any further career information they may need. *Preparing for the Jobs of the 1990's: What You Should Know* has six parts, a teachers' guide, and library kit. It is available in video or sound filmstrips for $209.00.

To order: McIntyre Educational Media Ltd., 30 Kelfield St., Rexdale, ON, M9W 9Z9.

Affects of Unemployment

The way in which unemployment affects all members of a family is part of the story of the film *Left Out*. To help young audiences identify with the situation, the immediate problem — money for a class trip — is seen mainly through Amy's eyes. However, the strain between husband and wife, her father's sense of inadequacy and failure, the ensuing tension between parents and children are all elements in the film, as is Amy's growing realization that some factors which impinge on her family's life may be out of her parents' control. But all is not bleak. Humor and liveliness lighten Amy's days. Screening time is 24 minutes and it is available in 16mm, 3/4 U-Matic, VHS, and Beta formats.

For more information: Contact your local National Film Board (NFB) office or NFB, P.O. Box 6100, Montreal, PQ, H3C 3H5.

Films on Premature Babies

The Canadian Learning Company has two films for parents of premature babies. Each stresses the vital role of the parents as the major support for their baby. Based on research of Dr. Heidilise Als from Harvard Medical School, *Prematurely Yours* describes the general characteristics and behavior of premature babies, but at the same time emphasizes the fact that each has a unique personality. Some topics presented are sleep, time-out signals, reflexes, comfort measures, self-comforting, and different states of awareness. The importance of responding appropriately to a baby's alert state and time-out signals is accentuated.

To Have and Not to Hold concentrates on common parental emotions such as feelings of guilt and fear of death. The film points out the difficulties encountered with families and friends, the necessity of marital support, and the importance of visiting the baby in spite of feelings of inadequacy. Other subjects covered are setbacks in the baby's health and development, especially in the areas of infection and feeding.

Available from: The Canadian Learning Company, 2229 Kingston Rd., Ste. 203, Scarborough, ON, M1N 1T8, (416) 265-3334.

Money Management Booklet Library

All the basic aspects of personal and family money management are covered in this series of 11 booklets. From them readers can learn how to set up a financial plan, manage credit, save and invest, shop effectively, and teach children how to handle money. Other booklets in the Library teach consumers how to get the greatest satisfaction from the money they have to spend on food, clothing, housing, automobiles, recreation, home furnishings, and equipment. Each booklet is available individually ($1.00) or in a set of 11 booklets ($8.00). Cheque or money order must accompany order.

To order: Money Management Institute, Household Finance Corporation of Canada, 85 Bloor Street East, Toronto, ON, M4W 1B4.

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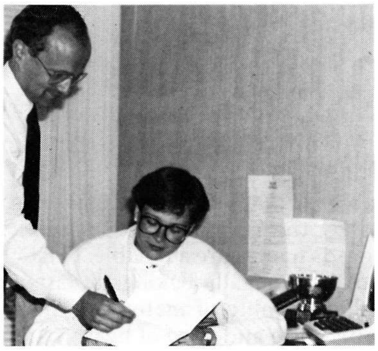

On the Job

Profile of a Home Economist as a Stockbroker

Linda King Maslechko

The investment industry is rapidly changing. A stockbroker now can offer you an almost unlimited selection of investments including treasury bills, Guaranteed Investment Certificates, Registered Retirement Savings Plans, professionally-managed investment funds, tax shelters, gold certificates, and futures contracts on the Japanese yen. Corporations also can benefit from a stockbroker's services, whether it be obtaining public financing, setting up an employee benefit plan, using money market instruments to manage its short-term cash flow or hedging its foreign currency exchange risk. The choice of investment products and financial services available has more than doubled in the past 3 years.

Like a home economist, a stockbroker is a generalist. A stockbroker must draw on all sources of knowledge and information at her disposal to recognize and evaluate the financial needs of her clients, and to assist her in designing a financial plan and selecting the investments that best meet the client's objectives. As a responsible professional and trusted personal counsellor, a stockbroker interacts with a number of other financial professionals, including lawyers, accountants, bankers, and insurance agents to bring the client complete financial advice.

A stockbroker must also be a good marketer, both of herself and the investments she provides to her clients. Entrepreneurial skills are also an enormous asset since a stockbroker must develop and service her own client base. It is one of the few professions where performance and the ability to satisfy the client's needs directly determine how much one earns, since a stockbroker is paid entirely by commission.

The stereotypical image of a stockbroker is that of a "stock-picker"; someone who will phone a client up with a "hot tip" that will make them rich overnight. After 6 months of training to be a stockbroker, I felt that I too could be a "stock-picker"; that I was lucky enough and intelligent enough to pick "winners" for my clients. One day, in my second month as a broker, I chose a highly speculative investment for one of my clients. That week we doubled his money. Boldened by my success and the rewards it brought, we invested again, but this time to my horror, we lost every cent of his profits and his initial investment in just 1 day. From this terrible experience I learned that successful investing required more than luck and rarely involved getting "rich quick".

I became frustrated with my role as a "stock-picker" as I felt that I was not doing enough for my clients. I found that what most people needed was not someone to tout them on a stock that they felt might go up a few points; what they really needed was someone to sit down with them and help them analyze where they stood financially, where they wanted to be at a certain point in their lives, and to assist them in arriving at their desired financial destination. I have often found that some basic financial planning, tax advice, or simple repositioning of savings will make more money for someone than they might ever make speculating on "hot tips".

It has been said that few people ever "plan to fail", they simply "fail to plan". There must be some truth to this old saying since as few as five out of every 100 Canadians are able to retire in financial dignity; the rest must rely on government assistance. My role as a stockbroker has become that of an educator; advising clients on how to make intelligent investment decisions and become financially independent so that they can retire when they wish, and in a lifestyle they are accustomed to, without relying on others for financial support. As a result, I developed my own seminars on personal financial planning, tax-saving strategies for investors, and planning for retirement, that are designed to motivate people to take action to get their finances in order. Giving seminars is one of the most enjoyable and rewarding aspects of my job and my main tool for developing my client base and continuing to educate my existing clients.

Most of the people in this country are financial illiterates. As home economists, we are one of the only professions trained in personal and family finance. Aside from the Family Resource Management courses I took during my undergraduate days at university, even the most basic rudiments of personal money management are not being taught in our schools. We continue to spend millions teaching our youth how to earn a dollar, but not what to do with the dollar once they have earned it. The impact our profession is making by teaching money management to students in family studies programs is long overdue.

To my knowledge, I am currently the only home economist in Canada practising as a stockbroker, but I am convinced that the philosophical and professional framework I received in my educational training is not only applicable, but extremely valuable to me in my job. Becoming a stockbroker has provided me with a challenging career that is extremely rewarding and offers absolutely unlimited opportunities for success. □

Linda King Maslechko received a BHEc from the University of British Columbia in 1983 and is currently an Investment Executive with McLeod Young Weir in Toronto.

What do you say when ...?

What do you say when asked what materials can be used in a microwave oven?

Barb Holland, Roxanne McQuilkin, Wendy Sanford, and Betty Shields

Microwave cooking has come of age. Currently, one in three Canadian households have a microwave oven. However, misinformation and myths continue to circulate. One area of particular concern is the type of materials used in microwave cooking. The following questions and answers address this concern.

What materials can be used as microwave cookware?

Approved materials include glass, glass-ceramic, pottery, ceramics, microwaveable plastic, and paper provided they meet the criteria. The main requirements are that the microwave energy passes through (transmitted) the cookware material with minimal absorption; that temperatures reached in cooking, especially fats and sugars, will be tolerated; and that the material is approved for contact with food. Suitable products manufactured today are usually identified as being microwaveable. The term **'microwaveable'** is recommended by the industry rather than referring to something as being 'microwave safe'.

Is there a test to determine if an item is microwaveable?

Many items already in the home may be acceptable, however if in doubt do a *dish test*. Place a glass measure with 125 mL water in microwave oven. Set dish to be tested near but not touching. Microwave on high for 1 minute. If dish is cool to slightly warm to the touch, the dish is acceptable. (Water should be quite warm or hot.) If dish is hot, do not use.

Is there a difference between glass ovenware and glass-ceramic cookware?

Yes, these are two different materials. Glass ovenware is defined as heat-resistant and can be used in either microwave, convection, or conventional ovens. It is not to be used with broiler/browning type heating elements. Regardless of age, glass ovenware (i.e. PYREX brand, Fire-King, etc.) in good condition, is classified as microwaveable. Glass-ceramic (i.e. Corning Ware, Visions) tolerates any temperature or type of heat. It therefore can be used for any cooking method including the direct heat of broiler/browning type heating elements.

What plastic containers can be used?

Not all plastic is acceptable for microwave use. **Only use** plastic cookware specified by the manufacturer as being microwaveable. Several brands names are available. Plastic suitable for microwave cookware usually belongs to either the thermoset or thermoplastic family of materials. There may be limitations on temperature and type of heat usage. Do not use with direct heat such as broiler/browning type heating elements.

Plastic storage containers (eg. margarine, yogurt containers) may transmit microwave energy but they are not intended to tolerate cooking temperatures. If these plastics are subjected to a temperature in excess of their intended use, they can break down. Too little is known about what actually happens between the chemical components and any particular food or ingredient. Storage or other type containers therefore, should **NOT** be used for micro-cooking.

Can all plastic wraps be used in the microwave oven?

Use only those wraps specially designated for use in the microwave oven. Not all wraps are made of the same type of plastic film and do not have the same tolerance for high temperatures that food can reach as well as resist the attack of hot oils and fats in microwave cooking.

What about waxed paper, paper towelling and cooking bags?

Waxed paper is suitable for use in the microwave oven as paraffin does not melt in the microwave. When it comes to paper towelling, avoid recycled paper towelling as it may contain impurities which when combined with hot fat could cause arcing or fires in the microwave oven. Use white paper towelling or napkins rather than those with designs or colors, as the dyes and inks may be leached into the food. Cooking bags designed to withstand boiling, freezing, or conventional heating can be used in the microwave. Remove metal strips and tie bag loosely with string, rather than the twist tie. Do not use plastic food storage or freezer bags to cook in the microwave.

What about using metal in the microwave oven?

Microwaves reflect off metal, so food placed in a metal container will not cook. However, you can use small amounts of metal such as shallow aluminum trays and aluminum foil. The rule of thumb: do not let any foil or metal touch the oven walls or have two pieces placed less than 2 cm apart, otherwise, arcing may occur. An arc is a spark or discharge of electricity between two metal points. If arcing does occur, stop the microwave oven. Some older microwave ovens have magnetrons which can be damaged by energy feedback. Refer to the operating manual and follow its recommendations regarding the use of aluminum foil.

For further questions about microwave ovens and their correct use, please contact one of the authors directly. They will be happy to hear from you and will respond to your queries. □

Home economists **Barb Holland** (Barb Holland Home Economist Inc.), **Roxanne McQuilkin** (Matsushita Electric of Canada), **Wendy Sanford** (Corning Canada) and **Betty Shields** (Betty's Kitchen Ltd.) have been involved in the microwave industry for many years and are members of International Microwave Power Institute (IMPI).

A regular column by the *CHEA Foods and Nutrition Committee* to assist home economists in combatting food and nutrition misinformation. Edited by **Marilyn Clark.**

Jane McKay-Nesbitt

Call for Action
Appel à l'action

It takes no bard or prophet to tell us that the issues of our day require action. The feminization of poverty, inadequate day care, lack of affordable housing; social issues such as these call us to immediate and urgent action. Home economists have a responsibility to bring their professional expertise to bear on these and other issues of our day.

The Canadian Home Economics Association offers home economists the opportunity to address these issues collectively. As an association home economists stand together with strength. Collectively we have power that we do not have as individuals. While we may have many other opportunities to address these issues with other groups of people, it is only when we join our voice with our colleagues in CHEA that we speak with the collective voice of home economics. It is because home economics offers a unique and valuable perspective that it is so important that CHEA address the issues of today.

Collective action is not without its pains and difficulties. What issues do we address? What action do we take? When do we take action? How do we take action? These are difficult decisions, especially for a profession for whom its very diversity is its strength. No doubt there will be conflict, both within our association and without. We do not all agree on what the issues are, let alone what action should be taken. Some would avoid the conflict at all costs and so avoid the issues altogether. But there are others who challenge us to face the issues squarely and make the decisions bravely. Action cannot be postponed until consensus is attained.

Although we will surely differ on what action we take, we must be in agreement as to why we take action. "The mission of the Canadian Home Economics Association shall be to strengthen the home economics profession and to actively promote improved quality of life for individuals and families in Canada and the developing world." There can be no mistake about it, our mission requires action. If we take the time to share our concerns and expertise, and to listen attentively to the concerns and expertise of our colleagues, our action will surely live up to our mission. □

Jane McKay-Nesbitt (BHEc, MSc, University of Manitoba) is currently a self-employed consultant in family finance specializing in educational seminars and financial planning. Jane has been employed as a field home economist and a financial management specialist with the Manitoba government; lecturer at the University of Manitoba; and Adult and Education Coordinator, Saint John YWCA.

Il n'est pas besoin d'être prophète pour dire que les questions de l'heure ne doivent pas être laissées sans réponse. La féminisation de la pauvreté, l'insuffisance des garderies, la pénurie de logements abordables sont autant de problèmes sociaux urgents qui exigent une action immédiate. Il incombe aux économistes familiales d'appliquer leur expérience professionnelle aux problèmes contemporains.

Grâce à l'Association canadienne d'économie familiale, les spécialistes en économie familiale peuvent aborder ces questions collectivement. C'est une association unie et forte. Ensemble, nous pouvons réussir des choses qui ne seraient pas réalisables individuellement. Même si nous avons bien d'autres occasions de nous attaquer à ces dossiers avec d'autres groupes, ce n'est qu'en unissant nos voix à celles des collègues de l'Association que nous parlons d'une même voix, celle de la profession. Cette dernière fournissant une vision unique et inestimable, il est impérieux que l'ACEF s'intéresse à ces grandes questions.

L'action collective ne se fait ni sans heurts ni sans difficultés. Quels problèmes allons-nous aborder? Quelles initiatives allons-nous prendre? Quand? Comment? Ce sont-là des décisions difficiles, surtout pour une profession dont la force réside dans sa diversité même. Il y a inévitablement des conflits, au sein de l'Association comme au-dehors. Nous ne nous entendons pas toutes sur la nature des problèmes, encore moins sur l'attitude à adopter. Certaines évitent les conflits coûte que coûte, refusant ainsi en bloc toute action. Mais d'autres nous incitent à prendre le taureau par les cornes et à décider courageusement. On ne peut se croiser les bras en attendant que tout le monde soit d'accord.

S'il y a évidemment des divergences sur les mesures à prendre, entendons-nous au moins sur la raison de notre engagement. "L'ACEF a le mandat de renforcer la profession et de promouvoir l'amélioration de la qualité de vie des personnes et des familles, au Canada et dans le Tiers Monde." Il est indiscutable que notre mission exige l'action. Prenons le temps de partager nos préoccupations et nos connaissances avec nos collègues, ouvrons-nous aux leurs, et l'action que nous entreprendrons sera sûrement à la hauteur de notre mission. □

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Submission Deadlines

The editors welcome submission of manuscripts to consider for publication the the *Canadian Home Economics Journal*. Further information and a copy of the author's guide may be obtained from the editor. Items intended for a specific issue should reach the Editorial Office by the following dates:

	Deadlines	
Issue	Articles	Reader Forum
Winter	September 15	November 1
Spring	December 15	February 1
Summer	March 1	April 15
Fall	June 15	August 1

Dates limites d'envoi des manuscrits

Les rédactrices en chef sollicitent des manuscrits susceptibles de paraître dans la *Revue canadienne d'économie familiale*. Prière de s'adresser à elles pour obtenir des renseignements et un exemplaire du Guide des auteurs. Les articles destinés à un numéro donné doivent être remis à la rédaction aux dates suivantes :

	Dates limites	
Numéro	Articles	"Reader Forum" (la tribune des lecteurs)
Hiver	15 septembre	1er novembre
Printemps	15 décembre	1er février
Été	1er mars	15 avril
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